

CHANNEL NEWSASIA SINGAPORE - OCT TO DEC 08 GRID (ver 00)

Programmes	Start Date	End Date	Loading	Amount (based on 30sec)	No. of Spots	Tx 1	Tx 2	Tx 3	Tx 4	Tx 5
SPECIALS										
America Decides										
Vice Presidential Debate	3-Oct		3.5x	\$3,500	2	9.00am to 11.00am (Fri)	11.30pm - 1.00am(Fri)			
2nd Presidential Debate	8-Oct		3.5x	\$3,500	2	9.00am to 11.00am (Wed)	11.30pm - 1.00am(Wed)			
3rd Presidential Debate	16-Oct		3.5x	\$3,500	2	9.00am to 11.00am (Thu)	11.30pm - 1.00am(Thu)			
CNA WEEKEND										
Primetime Morning - The Lighter Side	ongoing		3.5x	\$3,500	5	6.30am (Sat)	10.30am (Sat)	3.30pm (Sat)	7.30am (Sun)	5.30pm (Sun)
Japan Hour	ongoing		4x	\$4,000	3	7.30pm (Sat)	8.00am (Sun)	1.00pm (Sun)		
Dynamic Korea	ongoing		4x	\$4,000	4	8.30pm (Sat)	9.30am (Sun)	2.30pm (Sun)	6.00pm (Sun)	
*Privilege Lifestyle	6-Sep	27-Sep	3x	\$3,000	4	9.30pm (Sat)	12.30am (Sat)	11.30am (Sun)	6.30pm (Sun)	
Spirit Of The Time - Southeast Asian Contemporary Arts	4-Oct	22-Nov	4x	\$4,000	4	9.30pm (Sat)	12.30am (Sat)	11.30am (Sun)	6.30pm (Sun)	
*Privilege Lifestyle	29-Nov	6-Dec	3x	\$3,000	4	9.30pm (Sat)	12.30am (Sat)	11.30am (Sun)	6.30pm (Sun)	
Paradise Asia	13-Dec	28-Mar	3.5x	\$3,500	4	9.30pm (Sat)	12.30am (Sat)	11.30am (Sun)	6.30pm (Sun)	
Asia's Best Kept Secrets Sr 4	6-Sep	25-Oct	3.5x	\$3,500	4	10.30pm (Sat)	1.30am (Sat)	12.30pm (Sun)	4.30pm (Sun)	
Warring Frontiers	1-Nov	20-Dec	3.5x	\$3,500	4	10.30pm (Sat)	1.30am (Sat)	12.30pm (Sun)	4.30pm (Sun)	
Subak	29-Nov		1x	\$1,000	1	6.00pm (Sat)				
Supermen of Malegon	6-Dec		1x	\$1,000	1	6.00pm (Sat)				
Mummy Thief	13-Dec		1x	\$1,000	1	6.00pm (Sat)				
Singapore Gold Cup	30-Nov		2x	\$2,000	2	5.30pm (Sun)	11.30pm (Sun)			
Documentary of the Week (Revised line-up)			4x	\$4,000	4	7.30pm (Sun)	8.00am (Sat)	1.00pm (Sat)	11.30pm (Sat)	
Maxed Out (Pt 1)	5-Oct									
Maxed Out (Pt 2)	12-Oct									
Secrets Of The Great Plague	19-Oct									
US Presidential Election Coverage - Choice 2008 (Part 1)	28-Oct									
US Presidential Election Coverage - Choice 2008 (Part 2)	2-Nov									
RX for Survival: How Safe Are We?	9-Nov									
Village H.E.L.P	16-Nov									
Iconoclasts Sr 2	23-Nov	28-Dec								
*Planet Luxury	10-Aug	12-Oct	3x	\$3,000	4	8.30pm (Sun)	11.30pm (Sun)	9.30am (Sat)	2.30pm (Sat)	
*Pursuits	19-Oct	18-Jan	3x	\$3,000	4	8.30pm (Sun)	11.30pm (Sun)	9.30am (Sat)	2.30pm (Sat)	
Money Mind	ongoing		4x	\$4,000	4	9.30pm (Sun)	12.00am (Sun)	6.00am (Mon)	11.30am (Mon)	
Timeless Luxe	21-Sep	19-Oct	3.5x	\$3,500	4	10.30pm (Sun)	1.30am (Sun)	11.30am (Sat)	4.30pm (Sat)	
*Momentum	26-Oct		3x	\$3,000	4	10.30pm (Sun)	1.30am (Sun)	11.30am (Sat)	4.30pm (Sat)	
A Perfect Meal	2-Nov	7-Dec	3.5x	\$3,500	4	10.30pm (Sun)	1.30am (Sun)	11.30am (Sat)	4.30pm (Sat)	
Into the Realms of Shangri-la	14-Dec	18-Jan	3.5x	\$3,500	4	10.30pm (Sun)	1.30am (Sun)	11.30am (Sat)	4.30pm (Sat)	
Weekdays @ OPT										
*Asians of the Year Sr 1 & 2	4-Aug	20-Oct	3x	\$3,000	4	12.30pm (Mon)	5.30pm (Mon)	4.30pm (Tue)	7.00am (Sat)	
*Global Citizens	27-Oct	15-Dec	3x	\$3,000	4	12.30pm (Mon)	5.30pm (Mon)	4.30pm (Tue)	7.00am (Sat)	
*The Asian Expat	22-Dec	12-Jan	3x	\$3,000	4	12.30pm (Mon)	5.30pm (Mon)	4.30pm (Tue)	7.00am (Sat)	
*The Medical Touch Sr 2	25-Aug	13-Oct	3x	\$3,000	4	1.30pm (Mon)	5.30pm (Tue)	6.00pm (Wed)	6.30am (Sun)	
*Health@Desktop	20-Oct	24-Nov	3x	\$3,000	4	1.30pm (Mon)	5.30pm (Tue)	6.00pm (Wed)	6.30am (Sun)	
*Elements of Traditional Chinese Medicine	1-Dec	23-Feb	3x	\$3,000	4	1.30pm (Mon)	5.30pm (Tue)	6.00pm (Wed)	6.30am (Sun)	

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Weekdays @ 7.30pm - ASIAN BELT										
China Women in Wall Street	6-Oct	3-Nov	3.5x	\$3,500	4	7.30pm (Mon)	12.30am (Mon)	10.30am (Tue)	2.30pm (Wed)	
Chinese Trailblazers	10-Nov	26-Jan	3.5x	\$3,500	4	7.30pm (Mon)	12.30am (Mon)	10.30am (Tue)	2.30pm (Wed)	
Shubh Labh India	8 Jul onwards		3.5x	\$3,500	4	7.30pm (Tue)	12.30am (Tue)	10.30am (Wed)	2.30pm (Thu)	
*Middle East Business Kingdom	24-Sep	3-Dec	3x	\$3,000	4	7.30pm (Wed)	12.30am (Wed)	10.30am (Thu)	2.30pm (Fri)	
Asian Dragons Rising Sr 3	1-Oct	29-Oct	3.5x	\$3,500	4	7.30pm (Wed)	12.30am (Wed)	10.30am (Thu)	2.30pm (Fri)	
*Face to Face	10-Dec	21-Jan	3x	\$3,000	4	7.30pm (Wed)	12.30am (Wed)	10.30am (Thu)	2.30pm (Fri)	
Yours Truly, Asia	4-Sep	18-Dec	3.5x	\$3,500	4	7.30pm (Thu)	12.30am (Thu)	10.30am (Fri)	2.30pm (Mon)	
Funky Neighbourhood Sr 4	25-Dec	12-Feb	3.5x	\$3,500	4	7.30pm (Thu)	12.30am (Thu)	10.30am (Fri)	2.30pm (Mon)	
*Education Asia	1-Aug	3-Oct	3x	\$3,000	4	7.30pm (Fri)	12.30am (Fri)	10.30am (Mon)	2.30pm (Tue)	
*Fighting Spirit	10-Oct	31-Oct	3x	\$3,000	4	7.30pm (Fri)	12.30am (Fri)	10.30am (Mon)	2.30pm (Tue)	
Country Business Special	7-Nov	14-Nov	3.5x	\$3,500	4	7.30pm (Fri)	12.30am (Fri)	10.30am (Mon)	2.30pm (Tue)	
R&D Asia (working title)	21-Nov	9-Jan	3.5x	\$3,500	4	7.30pm (Fri)	12.30am (Fri)	10.30am (Mon)	2.30pm (Tue)	
Weekdays @ 8.30pm - INFO-ED/MAGAZINE BELT										
Get Rea!	6-Oct	24-Nov	3.5x	\$3,500	4	8.30pm (Mon)	11.30pm (Mon)	1.30pm (Tue)	5.30pm (Wed)	
Homeward Journeys Sr 2	1-Dec	19-Jan	3.5x	\$3,500	4	8.30pm (Mon)	11.30pm (Mon)	1.30pm (Tue)	5.30pm (Wed)	
Blogtv.sg	2-Sep	21-Oct	3.5x	\$3,500	4	8.30pm (Tue)	11.30pm (Tue)	1.30pm (Wed)	5.30pm (Thu)	
*Great Expectations	28-Oct	16-Dec	3x	\$3,000	4	8.30pm (Tue)	11.30pm (Tue)	1.30pm (Wed)	5.30pm (Thu)	
Cultural Shock	30-Dec	3-Feb	3.5x	\$3,500	4	8.30pm (Tue)	11.30pm (Tue)	1.30pm (Wed)	5.30pm (Thu)	
*Conversation With...Sr 3	17-Sep	1-Oct	3x	\$3,000	4	8.30pm (Wed)	11.30pm (Wed)	1.30pm (Thu)	5.30pm (Fri)	
Get Rea!	8-Oct	26-Nov	3.5x	\$3,500	4	8.30pm (Wed)	11.30pm (Wed)	1.30pm (Thu)	5.30pm (Fri)	
Asians of the Year Sr 3	3-Dec	21-Jan	3.5x	\$3,500	4	8.30pm (Wed)	11.30pm (Wed)	1.30pm (Thu)	5.30pm (Fri)	
Insight	10-Jul	19-Mar	4x	\$4,000	4	8.30pm (Thu)	11.30pm (Thu)	1.30pm (Fri)	6.30pm (Fri)	
US Presidential Election Special	30-Oct		4x	\$4,000	4	8.30pm (Thu)	11.30pm (Thu)	1.30pm (Fri)	6.30pm (Fri)	
360: Post US Presidential Election	6-Nov		4x	\$4,000	4	8.30pm (Thu)	11.30pm (Thu)	1.30pm (Fri)	6.30pm (Fri)	
360: Umno GE	25-Dec		4x	\$4,000	4	8.30pm (Thu)	11.30pm (Thu)	1.30pm (Fri)	6.30pm (Fri)	
I SAY	5 Sep, 3 Oct, 7 Nov & 5 Dec		3.5x	\$3,500	4	8.30pm (Fri)	11.30pm (Fri)	6.30pm (Sat)	3.30pm (Sun)	
*Business Class	10-Oct	28-Nov	3x	\$3,000	4	8.30pm (Fri)	11.30pm (Fri)	6.30pm (Sat)	3.30pm (Sun)	
*Beyond the Dot	12-Dec	30-Jan	3x	\$3,000	4	8.30pm (Fri)	11.30pm (Fri)	6.30pm (Sat)	3.30pm (Sun)	

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Weekdays @ 9.30pm - CURRENT AFFAIRS BELT										
Inside China's Next Powerhouse	8-Sep	13-Oct	3.5x	\$3,500	4	9.30pm (Mon)	12.30pm (Tue)	4.30pm (Wed)	6.00pm (Thu)	
Cents & Sensibilities Sr 2	20-Oct	8-Dec	3.5x	\$3,500	4	9.30pm (Mon)	12.30pm (Tue)	4.30pm (Wed)	6.00pm (Thu)	
Country Business Special	15-Dec		3.5x	\$3,500	4	9.30pm (Mon)	12.30pm (Tue)	4.30pm (Wed)	6.00pm (Thu)	
Singapore Business 2009	29-Dec		4x	\$4,000	4	9.30pm (Mon)	12.30pm (Tue)	4.30pm (Wed)	6.00pm (Thu)	
Singapore Brands - Made For The World	30-Sep	21-Oct	3.5x	\$3,500	4	9.30pm (Tue)	12.30pm (Wed)	4.30pm (Thu)	6.00pm (Fri)	
Marina Barrage Pt 1 (working title)	28-Oct		3.5x	\$3,500	4	9.30pm (Tue)	12.30pm (Wed)	4.30pm (Thu)	6.00pm (Fri)	
Public Insight	4-Nov	25-Nov	3.5x	\$3,500	4	9.30pm (Tue)	12.30pm (Wed)	4.30pm (Thu)	6.00pm (Fri)	
*When The Bears Are Out (ep 4)	2-Dec		3x	\$3,000	4	9.30pm (Tue)	12.30pm (Wed)	4.30pm (Thu)	6.00pm (Fri)	
Suzhou (TBC)	9-Dec	16-Dec	3.5x	\$3,500	4	9.30pm (Tue)	12.30pm (Wed)	4.30pm (Thu)	6.00pm (Fri)	
Insead (TBC)	23-Dec		3.5x	\$3,500	4	9.30pm (Tue)	12.30pm (Wed)	4.30pm (Thu)	6.00pm (Fri)	
Singapore 2009	30-Dec		4x	\$4,000	4	9.30pm (Tue)	12.30pm (Wed)	4.30pm (Thu)	6.00pm (Fri)	
Educating Junior - Hand In Hand	1-Oct	8-Oct	3.5x	\$3,500	4	9.30pm (Wed)	12.30pm (Thu)	4.30pm (Fri)	6.00pm (Mon)	
Heart@Work: The NCSS Story	15-Oct	22-Oct	3.5x	\$3,500	4	9.30pm (Wed)	12.30pm (Thu)	4.30pm (Fri)	6.00pm (Mon)	
Marina Barrage Pt 2 (working title)	29-Oct		3.5x	\$3,500	4	9.30pm (Wed)	12.30pm (Thu)	4.30pm (Fri)	6.00pm (Mon)	
EMA (working title)	5-Nov		3.5x	\$3,500	4	9.30pm (Wed)	12.30pm (Thu)	4.30pm (Fri)	6.00pm (Mon)	
EDB (working title)	12-Nov	19-Nov	3.5x	\$3,500	4	9.30pm (Wed)	12.30pm (Thu)	4.30pm (Fri)	6.00pm (Mon)	
Partners In Progress Sr 3	28-Nov	3-Dec	3.5x	\$3,500	4	9.30pm (Wed)	12.30pm (Thu)	4.30pm (Fri)	6.00pm (Mon)	
Ernst & Young (working title)	10-Dec	17-Dec	3.5x	\$3,500	4	9.30pm (Wed)	12.30pm (Thu)	4.30pm (Fri)	6.00pm (Mon)	
US & Europe 2009	24-Dec		4x	\$4,000	4	9.30pm (Wed)	12.30pm (Thu)	4.30pm (Fri)	6.00pm (Mon)	
Public Insight	2-Oct		3.5x	\$3,500	4	9.30pm (Thu)	12.30pm (Fri)	4.30pm (Mon)	6.00pm (Tue)	
*When The Bears Are Out (ep 2 & 3)	9 Oct & 16 Oct		3x	\$3,000	4	9.30pm (Thu)	12.30pm (Fri)	4.30pm (Mon)	6.00pm (Tue)	
Entrepreneur of the Year (working title)	23-Oct	13-Nov	3.5x	\$3,500	4	9.30pm (Thu)	12.30pm (Fri)	4.30pm (Mon)	6.00pm (Tue)	
Motorola (working title)	20-Nov	27-Nov	3.5x	\$3,500	4	9.30pm (Thu)	12.30pm (Fri)	4.30pm (Mon)	6.00pm (Tue)	
SPBA (working title)	4-Dec	1-Jan	3.5x	\$3,500	4	9.30pm (Thu)	12.30pm (Fri)	4.30pm (Mon)	6.00pm (Tue)	
East Asia 2009	25-Dec		4x	\$4,000	4	9.30pm (Thu)	12.30pm (Fri)	4.30pm (Mon)	6.00pm (Tue)	
Inside Grand Prix	4/4, 25/4, 9/5, 23/5, 6/6, 20/6, 4/7, 18/7, 1/8, 22/8, 5/9, 12/9, 26/9, 10/10, 17/10 & 31/10		4x	\$4,000	5	9.30pm (Fri)	7.30am (Sat)	12.30pm (Sat)	5.30pm (Sat)	7.00am (Sun)
Drive it!	11-Apr	24-Oct	3.5x	\$3,500	5	9.30pm (Fri)	7.30am (Sat)	12.30pm (Sat)	5.30pm (Sat)	7.00am (Sun)
TATA (working title)	7-Nov	14-Nov	3.5x	\$3,500	5	9.30pm (Fri)	7.30am (Sat)	12.30pm (Sat)	5.30pm (Sat)	7.00am (Sun)
CNAI Project (working title)	21-Nov	19-Dec	3.5x	\$3,500	5	9.30pm (Fri)	7.30am (Sat)	12.30pm (Sat)	5.30pm (Sat)	7.00am (Sun)
Southeast Asia 2009	26-Dec		4x	\$4,000	5	9.30pm (Fri)	7.30am (Sat)	12.30pm (Sat)	5.30pm (Sat)	7.00am (Sun)

Note:

*Repeat programmes

**Special programmes (loading of 4x & above) determined by Channel NewsAsia are not entitled to Bonus spots

*** Documentary of the week

CHANNEL NEWSASIA SINGAPORE - NEWS BUNDLE

Programme	Tx 1	No. of Spots	Loadings	Programme	Tx 1	No. of Spots	Loadings	
Singapore Business News Bundle				Morning News Bundle				
Package 1				Asian Home News *				
Singapore Business Tonight	10.20pm (Mon-Fri)	1	3x	Prime Time Morning	6.00am (Tue-Fri)	1	4x	
Singapore Business Tonight	1.20am (Mon-Fri)	1		Prime Time Morning	6.30am (Mon-Fri)	1		
				Prime Time Morning	7.00am (Mon-Fri)	1		
		Total: 2 spots	Prime Time Morning	7.30am (Mon-Fri)	1			
Package 2				Prime Time Morning	8.00am (Mon-Fri)	1		
Singapore Business Tonight	10.20pm (Mon-Fri)	5	12x	Prime Time Morning	8.30am (Mon-Fri)	1		
Singapore Business Tonight	1.20am (Mon-Fri)	5		Prime Time Morning	9.00am (Mon-Fri)	1		
		Total: 10 spots		World Today	10.00am (Mon-Fri)	1		
						Total : 8 spots		
Note :				Daytime News Bundle				
(a) For this cost to apply, the 5 bundles must be booked for a period of no more than 5 consecutive days				World Today / Asian Business Update	1.00am (Mon-Fri)	1	2x	
(b) TVC will appear in the commercial break right before the Singapore Business Tonight program				Asian Home News *	1.30am (Tue -Fri)	1		
			World Today	2.00pm (Mon-Fri)	1			
Asia Business News Bundle				Asian Home News *	1.00pm (Tue -Fri)	1		
Package 1				World Today	2.00pm (Mon-Fri)	1		
Asia Business Tonight	10.30pm (Mon-Fri)	1	3.5x	Asia Today / Asian Business Update	3.00pm (Mon-Fri)	1		
Asia Business Tonight	1.30am (Mon-Fri)	1		World Today	4.00pm (Mon-Fri)	1		
		Total: 2 spots						Total: 7 spots
Package 2				Evening News Bundle				
Asia Business Tonight	10.30pm (Mon-Fri)	5	14x	Asia Today / World Today	5.00pm (Mon-Fri)	1		6.5x
Asia Business Tonight	1.30am (Mon-Fri)	5		SouthEast Asia Tonight	7.00pm (Mon-Fri)	1		
		Total: 10 spots		EastAsia Tonight	8.00pm (Mon - Fri)	1		
Note : For this cost to apply, the 5 bundles must be booked for a period of no more than 5 consecutive days				Primetime News	9.00pm (Mon-Fri)	1		
Weekend News Bundle				Singapore Tonight	0.00pm (Mon -Fri)	1		
Asia Today	9.00am (Sat- Sun)	1	7x	Asia Tonight	1.00pm (Mon - Fri)	1		
World Today	10.00am (Sat - Sun)	1		World Tonight	2.00am (Mon -Fri)	1		
Asia Today	11.00am (Sat- Sun)	1		Singapore Tonight	1.00am (Mon - Fri)	1		
World Today	12.00pm (Sat - Sun)	1					Total: 8 spots	
World Today	2.00pm (Sat-Sun)	1						
Asia Today	3.00pm (Sat-Sun)	1						
World Today	4.00pm (Sat-Sun)	1						
Asia Today / World Today	5.00pm (Sat-Sun)	1						
Asia Tonight	7.00pm (Sat-Sun)	1						
Primetime News	9.00pm (Sat-Sun)	1						
Singapore Tonight	10.00pm (Sat-Sun)	1						
World Tonight	11.00pm (Sat-Sun)	1						
Singapore Tonight	1.00am (Sat-Sun)	1						
		Total: 13 spots						

* Spots booked on Monday @ 6am, 11.30am & 1.00pm will be replaced in other slots in the same bundle.

All News Bundle & Special Programmes (determined by Channel NewsAsia) are not entitled to Bonus spots within the commercial breaks of the programme

Cost per bundle = base rate x loading
(Base rate of 30 sec TVC is \$1000.)

Conditions to Buying Spots

Business Bundle (Singapore & Asia), Weekend News Bundle, Morning News Bundle, Daytime News Bundle and Evening News Bundle: All spots will appear within the same day, within the commercial breaks of the specific time slot.

All spot buys in non-news programmes will appear within the commercial breaks of the programme's telecast runs.

All programme details and telecast times are correct at time of printing, but as a news and information station, programmes can be pre-empted for breaking news/special events