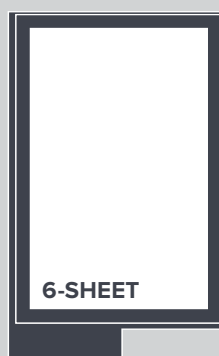
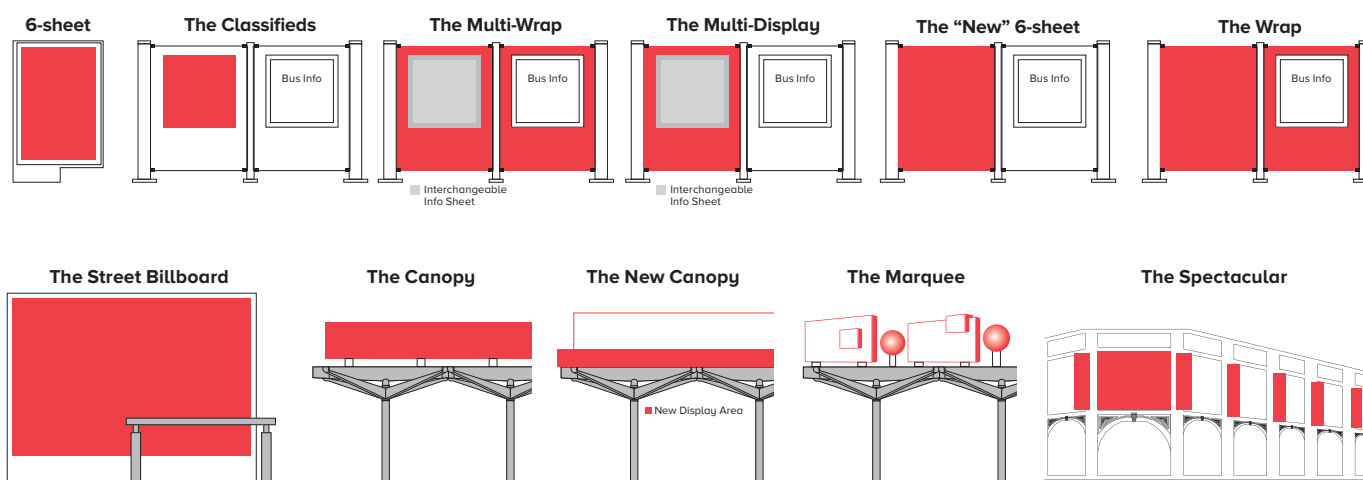


# MEDIA RATES 2018



6-SHEET PROXIMITY PACKS	NO. OF POSTERS	POSTER RATE PER WEEK	DURATION (WEEKS)	NETWORK RATE
Everywhere	300	\$150	2	\$90,000
Atas / Business-As-Usual / Everywhere / Fit-Buffer / Happy Hours / Kopitiam Kakis / Uniquely SG / Neighbourhood / Nest Egg / Ph / Rev! / Spree / SuperValueDeal / SuperValueMeal / M18 / WIWYA / Yummy Mummy	200 100	\$180 \$210	2 2	\$72,000 \$42,000
Bespoke	50-99	\$300	2	from \$30,000
Central Line-by-Line	1	\$800	2	\$1,600
Regional Line-by-Line	1	\$450	2	\$900
<b>CREATE</b>				
CREATE - Central Line-by-Line	1	\$2,500	2	\$5,000
CREATE - Regional Line-by-Line	1	\$1,350	2	\$2,700
CREATE - Central (with min 150-face network)	1	\$1,000	2	\$2,000
CREATE - Regional (with min 150-face network)	1	\$600	2	\$1,200



	NO. OF DISPLAY	DISPLAY RATE PER WEEK	DURATION (WEEKS)	NETWORK RATE
<b>THE STREET BILLBOARD</b>	1	\$900	2	\$1,800
<b>THE CLASSIFIEDS / THE "NEW" 6-SHEET / THE WRAP / THE MULTI-DISPLAY / THE MULTI-WRAP</b>				
Central Line-by-Line	1	\$100	2	\$200
Regional Line-by-Line	1	\$80	2	\$160
ProxPax	100	\$50	2	\$10,000
Bespoke	50-99	-	2	from \$6,500
The Multi-Display*	5	-	12	\$13,500
The Multi-Wrap*	4	-	12	\$13,700
The Wrap*	15	-	2	\$7,500
*Price includes Production & BCA License fees				
<b>THE CANOPY / THE NEW CANOPY</b>				
Line-by-Line	1	\$600	4	\$2,400
Network	5	\$500	4	\$10,000
<b>THE MARQUEE</b>				
Central Line-by-Line	1	\$3,000	4	\$12,000
Regional Line-by-Line	1	\$600	4	\$2,400
<b>THE SPECTACULAR</b>				
The Peranakan Place Complex*		\$17,500	4	\$70,000
*Price includes production & BCA License Fees				

All costs are subject to prevailing GST and 25% festive loading. Clear Channel Singapore reserves the right to amend any terms and conditions.

Note: All prices do not include GST charges | \* All media rates shown here are subject to changes and revisions.

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# PLAY 2.0+ MEDIA RATES 2018

SET	NO. OF SCREENS*	DISPLAY DURATION	DISPLAY PERIOD	PER 10-SECOND DISPLAY, PER WEEK	PER NETWORK, PER WEEK
1	10	10"	All-Day (22 Hour) x 7 Days	\$1,200	\$12,000
2	10	10"	Morning Peak (4 Hours; 6am - 10am) x 7 Days OR Evening Peak (4 Hours; 4pm - 8pm) x 7 Days	\$400	\$4,000
3	10	10"	Weekdays (22 Hours) x 5 Days	\$860	\$8,570
4	10	10"	Weekends (22 Hours) x 2 Days	\$340	\$3,430
5	10	1' to 60'	(<1 Hour) x 7 Days	\$2,400	\$24,000
6	30	10"	All-Day (22 Hour) x 7 Days	\$960	\$28,800
7	30	10"	Morning Peak (4 Hours; 6am - 10am) x 7 Days OR Evening Peak (4 Hours; 4pm - 8pm) x 7 Days	\$320	\$9,600
8	30	10"	Weekdays (22 Hours) x 5 Days	\$690	\$20,570
9	30	10"	Weekends (22 Hours) x 2 Days	\$280	\$8,230
10	50	10"	All-Day (22 Hour) x 7 Days	\$720	\$36,000
11	50	10"	Morning Peak (4 Hours; 6am - 10am) x 7 Days OR Evening Peak (4 Hours; 4pm - 8pm) x 7 Days	\$240	\$12,000
12	50	10"	Weekdays (22 Hours) x 5 Days	\$520	\$25,720
13	50	10"	Weekends (22 Hours) x 2 Days	\$210	\$10,290
14	80	10"	All-Day (22 Hour) x 7 Days	\$540	\$43,200
15	80	10"	Morning Peak (4 Hours; 6am - 10am) x 7 Days OR Evening Peak (4 Hours; 4pm - 8pm) x 7 Days	\$180	\$14,400
16	80	10"	Weekdays (22 Hours) x 5 Days	\$390	\$30,860
17	80	10"	Weekends (22 Hours) x 2 Days	\$150	\$12,340
18	100	10"	All-Day (22 Hour) x 7 Days	\$480	\$48,000
19	100	10"	Morning Peak (4 Hours; 6am - 10am) x 7 Days OR Evening Peak (4 Hours; 4pm - 8pm) x 7 Days	\$160	\$16,000
20	100	10"	Weekdays (22 Hours) x 5 Days	\$340	\$34,290
21	100	10"	Weekends (22 Hours) x 2 Days	\$140	\$13,710
22	2	60" PlayLive!	All-Day (22 Hour) x 7 Days	\$7,200	\$14,400
	5			\$5,400	\$27,000
	10			\$3,600	\$36,000

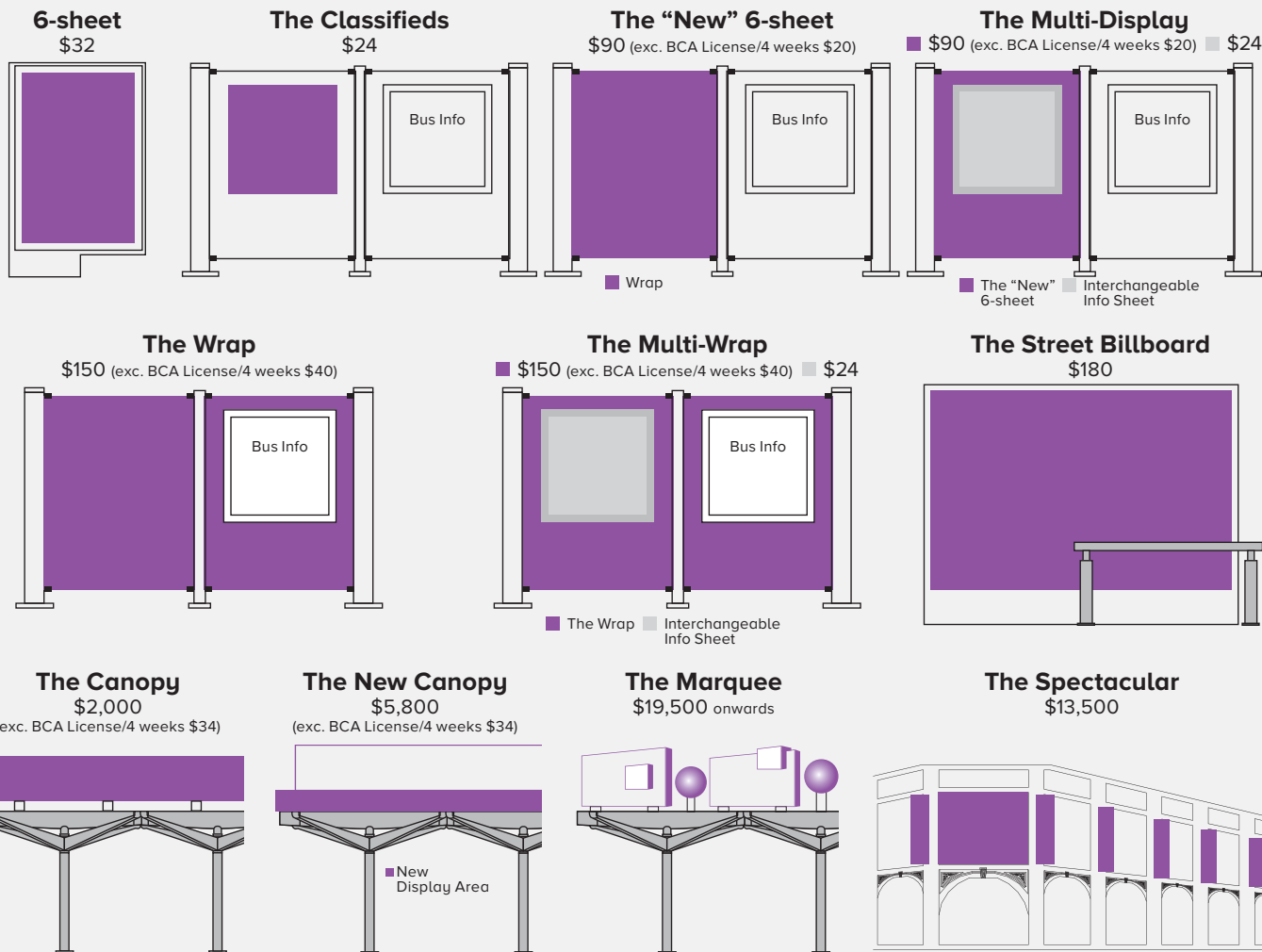
Rate as of 01 January 2018 • All media costs are subject to prevailing GST and 25% festive loading • Display Mix (Animated/Pedestrian Facing, Non-animated/Traffic Facing) • An additional 10% loading fee applies for 100% traffic/pedestrian facing panel. Clear Channel Singapore reserves the right to amend any terms and conditions.

Note: All prices do not include GST charges | \* All media rates shown here are subject to changes and revisions.

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# PRODUCTION RATES 2018



THE IDEAS LAB	NO OF UNITS	RELOCATION (NO OF TIMES)	COST
<b>FIRST-IN-MARKET IDEAS</b>			
The New Shopfront - Instant Payments (PlayLive! excludes product or voucher dispensing)	1	N.A.	\$30,000 onwards
Vehicle Recognition Creative Optimisation (Create bespoke screens or PlayLive! TF screens, static visuals (JPG only), Add \$3,000 per additional site)	1	None	\$40,000 onwards
Voice-Activation + Product Dispenser (6-sheet Create)	1	None	\$70,000 onwards
Chilled Dispenser or Vending Machine	1	None	\$80,000 onwards
<b>DATA-DRIVEN INNOVATION</b>			
Geo-targeting (Play network 40s buy, one-time programming with bespoke URL links)	100	N.A.	\$20,000
Content Platform (Play network 10s buy, pull Online assets to Offline platforms, one-time programming, 1 single URL link)		N.A.	\$3,000 onwards
<b>PLUG-N-PLAY CREATIVES</b>			
Claw Machine (6-sheet Create)	2	1	\$48,000
Dispenser or Vending Machine (6-sheet Create)	1	None	\$25,000
Facial/Colour/Gender Recognition Interactive (PlayLive! 100% SOV, 1 feature only, add \$1,500 per additional feature, excludes touchscreens or speakers)	Up to 10	None	\$20,000
Photo Booth (PlayLive! 100% SOV, inclusive touchscreen and speakers, add \$2,850 per relocation)	Up to 10 Up to 5	None None	\$50,000 \$35,000
Live Streaming between 2 screens (PlayLive! 100% SOV)	2	None	\$30,000
Pre-recorded AR (Play network buy, or PlayLive! 100% SOV, inclusive day & night shots)	1	None	\$3,000 onwards

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