












## TAXI RATES

| NAME  | 4 WEEKS MEDIA                                   | PRODUCTION COST | MINIMUM AD PERIOD |
|---|---|-----------------|-------------------|
|  WHOLLY PAINTED                                  | \$500 per taxi                                  | 100 taxis       | 12 weeks          |
|  WHOLLY PAINTED + 3D                             | \$600 per taxi<br>* Excludes 3D production cost | 50 taxis        | 12 weeks          |
|  MOOVE JEWEL SHOWCASE                           | \$700 per taxi<br>* Excludes 3D production cost | 50 taxis        | 12 weeks          |
|  WHOLLY PAINTED WITH MOOVE JEWEL MULTI-FACETED | \$600 per taxi                                  | 100 taxis       | 12 weeks          |

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## NEL RATES







| NAME  | 4 WEEKS MEDIA  | PRODUCTION COST  | MINIMUM AD PERIOD |
|---|--|--|-------------------|
|  CONCEPT PILLARS AT DHOBY GHAUT  | \$55,000 for 4 pillar + floor sticker  | \$37,000 for 4 pillars + floor sticker (22mx7m)  | 4 weeks           |
|  WALLSCAPE CONCEPT AT DHOBY GHAUT  | \$60,000 for wallscape + floor sticker   | \$53,000 for wallscape + floor sticker<br>*Excludes lighting effects   | 4 weeks           |
|  MEGA PILLARS CONCEPT + ESCALATOR GLASS RAILINGS + OVERHEAD WALLSCAPE AT DHOBY GHAUT | \$108,000 for 3 pillars + escalator glass railings + overhead wallscape  | \$85,000 for 3 pillars + escalator glass railings + overhead wallscape   | 4 weeks           |
|  ESCALATOR CROWNS CONCEPT AT DHOBY GHAUT   | \$22,000 for 2 walls with stickers over crowns + 2 escalator sides + 1 step riser  | \$19,000   | 4 weeks           |
|  TRAVELLATOR WALLSCAPE + GLASS PANEL AT DHOBY GHAUT                                  | \$86,000   | \$28,000 per site  | 4 weeks           |
|  WALLSCAPE   | \$9,000  | \$4,200 per site<br>* Excludes 3D production cost  | 4 weeks           |
|  PLASMA TV WRAP  | \$7,200 per station (8 faces) at the following stations:<br>Boon Keng, Buangkok, Chinatown, Clarke Quay, Farrer Park, Hougang, Kovan, Little India, Outram Park, Punggol, Potong Pasir, Serangoon, Sengkang, Woodleigh | \$7,000 per station (8 faces)<br>\$9,000 per station (8 faces with 2D die-cut)*<br>*Only applicable to Dhoby Ghaut Station | 4 weeks           |

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| NEL RATES   |   |   |                   |
|---|---|---|-------------------|
| NAME  | 4 WEEKS MEDIA   | PRODUCTION COST   | MINIMUM AD PERIOD |
|  <p><b>PLATFORM STATION DOORS</b></p>                  | <p>\$48,000 per station at the following stations:<br/>Dhoby Ghaut, HarbourFront, Punggol,</p> <p>\$32,000 per station at the following stations:<br/>Chinatown, Outram Park, Serangoon, Sengkang</p> <p>\$13,500 per station at the following stations:<br/>Boon Keng, Buangkok, Clarke Quay, Farrer Park, Hougang, Kovan, Little India, Potong Pasir, Woodleigh</p> | \$10,500 per station (full length 96 doors)   | 4 weeks           |
|  <p><b>PLATFORM STATION DOORS CONCEPT</b></p>         | <p>\$48,000 per station at the following stations:<br/>Dhoby Ghaut, HarbourFront</p> <p>\$32,000 per station at the following stations:<br/>Chinatown, Clarke Quay, Outram Park, Punggol, Serangoon, Sengkang</p> <p>\$13,500 per station at the following stations:<br/>Boon Keng, Buangkok, Farrer Park, Hougang, Kovan, Little India, Potong Pasir, Woodleigh</p>  | \$14,500 per station (44 panels)  | 4 weeks           |
|  <p><b>4 SHEET PANELS</b></p>                        | <p>\$2,700 per pair at the following stations:<br/>Chinatown, Clarke Quay, Dhoby Ghaut, HarbourFront, Outram Park, Punggol, Serangoon</p> <p>\$1,800 per pair at the following stations:<br/>Boon Keng, Buangkok, Farrer Park, Hougang, Kovan, Little India, Potong Pasir, Woodleigh</p>  | <p>\$320 per pair (4-sheet posters)</p> <p>\$550 per pair (6-sheet posters at HarbourFront)</p> | 4 weeks           |
|  <p><b>FAREGATES</b></p>                             | <p>\$11,000 per station at the following stations:<br/>Chinatown, Clarke Quay, Dhoby Ghaut, HarbourFront, Outram Park, Punggol, Serangoon</p> <p>\$8,000 per station at the following stations:<br/>Boon Keng, Buangkok, Farrer Park, Hougang, Kovan, Little India, Potong Pasir, Woodleigh</p>   | From \$2,700 for 10 to 15 units   | 4 weeks           |
|  <p><b>IN-TRAIN WINDOW STICKERS</b></p>              | \$22,000  | \$5,300 for 72 + 20 units per train   | 4 weeks           |
|  <p><b>HARBOURFRONT WALL MURAL 3C+3D CONCEPT</b></p> | \$50,000  | \$32,000  | 4 weeks           |

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| DTL RATES  |  |   |                   |
|--|--|---|-------------------|
| NAME   | 4 WEEKS MEDIA  | PRODUCTION COST   | MINIMUM AD PERIOD |
|  PLATFORM STATION DOORS CONCEPT           | \$26,000 per station<br>(Bayfront, Beauty World, Botanic Gardens, Bugis, Bukit Panjang, Chinatown, Downtown, Expo, Little India, MacPherson, Newton, Promenade, Tampines and Telok Ayer)<br><br>\$13,500 per station<br>(Bedok North, Bedok Reservoir, Bencoolen, Bondemeer, Cashew, Fort Canning, Geylang Bahru, Hillview, King Albert Park, Jalan Besar, Kaki Bukit, Mattar, Rochor, Sixth Avenue, Stevens, Tampines East, Tampines West, Tan Kah Kee, Upper Changi and Ubi) | \$7,500 per station<br>(full length 48 doors + 22 glass panels)<br>(full length door - up to 4 creatives, glass panels - up to 2 creatives) | 4 weeks           |
|  PLATFORM STATION DOORS                  | \$26,000 per station<br>(Bayfront, Beauty World, Botanic Gardens, Bugis, Bukit Panjang, Chinatown, Downtown, Expo, Little India, MacPherson, Newton, Promenade, Tampines and Telok Ayer)<br><br>\$13,500 per station<br>(Bedok North, Bedok Reservoir, Bencoolen, Bondemeer, Cashew, Fort Canning, Geylang Bahru, Hillview, King Albert Park, Jalan Besar, Kaki Bukit, Mattar, Rochor, Sixth Avenue, Stevens, Tampines East, Tampines West, Tan Kah Kee, Upper Changi and Ubi) | \$5,500 per station<br>(full length 48 doors) (up to 4 creatives)   | 4 weeks           |
|  TRAVELATOR WALL + GLASS PANEL AT BUGIS | \$50,000   | \$17,000  | 4 weeks           |
| NEL RATES  |  |   |                   |
|  WALLSCAPES ACROSS ALL STATIONS         | From \$6,000 onwards   | From \$2,000 onwards  | 4 weeks           |
|  STATION DOMINANCE AT DOWNTOWN STATION  | \$150,000<br>* Includes production cost  | -   | 4 weeks           |
|  GLASS PANEL AT TELOK AYER              | \$18,000   | \$5,700   | 4 weeks           |
|  PLATFORM PLASMA TVC                    | \$48,000 per 4 weeks<br>(15 secs per spot, 126 spots per screen per week)<br><br>Across 16 NEL Stations and 18 DTL Stations  | \$2,500 per version for Conversion<br>From \$2,500 onwards, depending on creative for flash   | 4 weeks           |
|  CONCEPT TRAIN                          | \$24,000<br>(In-train Panels (36 + 6 units), In-train Window Stickers (18 units), Floor Stickers (3m x 3m), Ceiling Stickers (3m x 3m), Connectors (8 units))  | \$10,000  | 4 weeks           |
|  IN-TRAIN WINDOW STICKERS               | \$12,800 (One Train)   | \$2,000 (18 units) (up to 4 creatives)  | 4 weeks           |
|  IN-TRAIN PANELS                        | \$9,000 (One Train)  | \$1,000 (36 + 6 units) (up to 4 creatives)  | 4 weeks           |
|  | \$10,000 (6 DTL + 4 NEL)   | \$3,200 (126 units) (up to 3 creatives)   |                   |
|  IN-TRAIN TV ACROSS ALL TRAINS          | \$40,000<br>(15 secs per spot, 126 spots per screen per week)<br><br>Across 15 trains  | \$2,500 per version for Conversion<br>From \$2,500 onwards, depending on creative for flash   | 4 weeks           |

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| HUB RATES   |  |                                   |                   |
|---|--|-----------------------------------|-------------------|
| NAME  | 4 WEEKS MEDIA  | PRODUCTION COST                   | MINIMUM AD PERIOD |
|  CONCEPT HUB                   | \$20,000<br>(available at Boon Lay & Ang Mo Kio only)  | \$17,500                          | 4 weeks           |
|  BUS HUB WALLSCAPE             | \$5,000 onwards  | Cost varies according to location | 4 weeks           |
|  N-WALL MURAL AT TAMPINES     | \$7,000  | \$5,000                           | 4 weeks           |
|  3D STANDEE                  | \$5,000  | \$3,800                           | 4 weeks           |
|  2D STANDEE                  | \$5,000  | \$2,800                           | 4 weeks           |
|  <b>NEL RATES</b><br>AMBIENT | From \$4,200 per week (Heartlands)<br>From \$6,200 per week (City area)<br><small>* Excludes production cost and subjected to authorities approval</small> | Cost varies according to creative | 4 weeks           |

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| KIOSK RATES   |   |  |                   |
|---|---|--|-------------------|
| NAME  | 4 WEEKS MEDIA   | PRODUCTION COST  | MINIMUM AD PERIOD |
|  DIGITAL KIOSK (HOMEPAGE ADS)        | \$9,000<br>(160 spots per kiosk per day)<br>Network of 8 kiosks in the top 5 hubs (Ang Mo Kio, Boon Lay, Clementi, Tampines, Toa Payoh) | Cost varies according to creative<br>\$1,200 for file conversion | 4 weeks           |
|  DIGITAL KIOSK (INTERACTIVE BUTTONS) | \$500 per week (single page)<br>\$900 per week (3 pages)<br>\$1,500 per week (6 pages)  | Cost varies according to creative                                | 4 weeks           |

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