MMRC220325 ref:0807

2024 RATES

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For the most updated rates or to customise a package, please reach out to us at <u>www.moovemedia.com.sg/contact-us</u>

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BUS

Come on board with Singapore's largest bus advertising network! With islandwide coverage across SBS Transit, Go-Ahead Singapore, and Tower Transit Singapore buses, we offer flexible bus ads solutions for your needs.

*Minimum campaign period of 12 weeks applies unless otherwise stated. Production work will be done by Moove Media.









MOOVE BIG TOP PLUS BUS



4-WEEKS MEDIA \$6,000 per bus

PRODUCTION COST \$5,900+ per bus

MOOVE BIG TOP BUS



4-WEEKS MEDIA \$6,000 per bus

PRODUCTION COST \$5,000+ per bus

Upgrade to a Big Top Lit Bus (Big Top with Lighting effects) for \$1,500 per sqm

*Minimum campaign period of 12 weeks applies unless otherwise stated. Production work will be done by Moove Media.





SINGLE DECK WHOLLY PAINTED + 3D



BILLROARD

4-WEEKS MEDIA \$6,000 per bus

TAXI

PRODUCTION COST

est. \$15,000+ per 3D bus + \$2,400 for exterior wrap

**Actual 3D Production cost is dependent on complexity of visual. Send us a visual for a friendly quote!

SINGLE DECK WHOLLY PAINTED + 2D



4-WEEKS MEDIA \$6,000 per bus

PRODUCTION COST est. \$6,000+ per 2D bus + \$2,400 for exterior wrap

**Actual 2D Production cost is dependent on complexity of visual. Send us a visual for a friendly quote!

*Minimum campaign period of 12 weeks applies unless otherwise stated. Production work will be done by Moove Media.





DOUBLE DECK WHOLLY PAINTED

TAXI



BILLBOARD

4-WEEKS MEDIA Commercial \$8,800 per bus Financial \$7,920 per bus Satellite/Heartland/Multi-Route \$5,500 per bus

PRODUCTION COST \$3,800+ per bus

SINGLE DECK WHOLLY PAINTED



4-WEEKS MEDIA Commercial \$4,080 per bus Financial \$3,400 per bus Satellite/Heartland/Multi-Route \$2,640 per bus

PRODUCTION COST \$2,4 00+ per bus

*Minimum campaign period of 12 weeks applies unless otherwise stated. Production work will be done by Moove Media.





DOUBLE DECK REAR

TAXI



BILLROARD

4-WEEKS MEDIA Satellite/Heartland/Multi-Route \$2,200 per bus

PRODUCTION COST \$1,200+ per bus

SINGLE DECK REAR



4-WEEKS MEDIA Satellite/Heartland/Multi-Route \$1,320 per bus

PRODUCTION COST \$480+ per bus Customisation option with die-cut 2D top is available. Send us a vusual for a friendly quote!

*Minimum campaign period of 12 weeks applies unless otherwise stated. Production work will be done by Moove Media.





RATES

BENDY BUS



4-WEEKS MEDIA Satellite \$5,000 per bus

PRODUCTION COST

\$4,200+ per bus

*Minimum campaign period of 12 weeks applies unless otherwise stated. Production work will be done by Moove Media.







TAX

With the entire fleet of Comfort and CityCab taxis, we boast the largest taxi advertising network in Singapore to offer you large-scale and high-reach campaigns to communicate engaging messages to target audiences across the island.

*Minimum campaign period of 12 weeks applies unless otherwise stated. Production work will be done by Moove Media.











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4-WEEKS MEDIA \$440 per taxi

PRODUCTION COST \$280 per taxi

MINIMUM QTY

50 taxis

MEGA CAB WITH ROOF TOP



4-WEEKS MEDIA \$620 per taxi

PRODUCTION COST \$360 per taxi

MINIMUM QTY 50 taxis

*Minimum campaign period of 12 weeks applies unless otherwise stated. Production work will be done by Moove Media.







JEWEL CAB



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4-WEEKS MEDIA \$800 per taxi

PRODUCTION COST \$650 per taxi

MINIMUM QTY 50 taxis

SUPER CAB



4-WEEKS MEDIA \$620 per taxi

PRODUCTION COST \$565 per taxi

MINIMUM QTY 50 taxis

*Minimum campaign period of 12 weeks applies unless otherwise stated. Production work will be done by Moove Media.









4-WEEKS MEDIA \$800 per taxi

PRODUCTION COST \$1900+ per taxi

MINIMUM QTY

10 taxis





4-WEEKS MEDIA \$800 per taxi

PRODUCTION COST \$1900+ per taxi

MINIMUM QTY 10 taxis

*Minimum campaign period of 12 weeks applies unless otherwise stated. Production work will be done by Moove Media.



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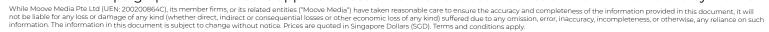




DTL

From stickers and TV displays to pillars and full station concepts, Moove offers a variety of options for MRT ad spaces across 34 DTL stations, stretching from Bukit Panjang to Expo.

*Minimum campaign period of 4 weeks applies unless otherwise stated. Production work will be done by Moove Media.









DTL CONCEPT TRAIN



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4-WEEKS MEDIA \$26,400

PRODUCTION COST \$20,000

GLASS PANEL AT TELOK AYER



4-WEEKS MEDIA \$19,800+

PRODUCTION COST \$5,700

*Minimum campaign period of 4 weeks applies unless otherwise stated. Production work will be done by Moove Media.







IN-TRAIN PANELS (EXTENDED)



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4-WEEKS MEDIA \$9,900 per train

PRODUCTION COST

\$3,000 (36+6 units & up to 4 creatives)

IN-TRAIN PANELS (STANDARD)



4-WEEKS MEDIA \$7,700 per train

PRODUCTION COST \$1,000 (36+6 units & up to 4 creatives)

*Minimum campaign period of 4 weeks applies unless otherwise stated. Production work will be done by Moove Media.





RATES

IN-TRAIN WINDOW STICKERS



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4-WEEKS MEDIA \$14,080 per train

PRODUCTION COST \$2,000 (18 units & up to 4 creatives)

BUGIS HOLLYWOOD LIGHTS + FLOOR STICKER



4-WEEKS MEDIA \$44,000+

PRODUCTION COST \$44,000

*Minimum campaign period of 4 weeks applies unless otherwise stated. Production work will be done by Moove Media.







BUGIS RUNWAY



4-WEEKS MEDIA \$32,000+

BUGIS V-WALL



4-WEEKS MEDIA \$32,000+

*Minimum campaign period of 4 weeks applies unless otherwise stated. Production work will be done by Moove Media.





BUGIS CONCEPT (WM08+WM08A+WM08B+ FLOOR STICKER)

HUR

BILLBOARD

RAIL

TAXI

RUIS



4-WEEKS MEDIA \$77,000+

PRODUCTION COST \$54,000

BUGIS CONCEPT (WM13C+WM14+WM15+ FLOOR STICKER)



4-WEEKS MEDIA \$60,500+

PRODUCTION COST \$45,000

*Minimum campaign period of 4 weeks applies unless otherwise stated. Production work will be done by Moove Media.





STATION DOMINANCE AT DOWNTOWN

BILLBOARD

RAIL

TAXI



4-WEEKS MEDIA \$100,000 to \$150,000

PRODUCTION COST

\$60,000 to \$80,000, depending on creatives

TRAVELATOR WALL AT BUGIS + FLOOR STICKER



4-WEEKS MEDIA \$77,000

PRODUCTION COST \$42,000

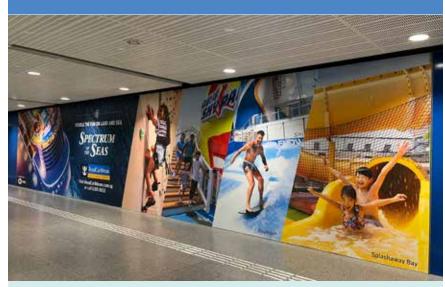
*Minimum campaign period of 4 weeks applies unless otherwise stated. Production work will be done by Moove Media.







WALLSCAPE



Pricing varies, check with Campaigner for costing

PLATFORM STATION DOORS CONCEPT +



4-WEEKS MEDIA \$37,000 per Super Prime station \$32,000 per Prime station \$16,000 per Classic station

PRODUCTION COST \$8,500 per station

For the list of Super Prime, Prime and Classic stations, please see Annex.

*Minimum campaign period of 4 weeks applies unless otherwise stated. Production work will be done by Moove Media.







FAREGATES



4-WEEKS MEDIA \$16,000 per station

PRODUCTION COST \$9,000 for 5 units

*Minimum campaign period of 4 weeks applies unless otherwise stated. Production work will be done by Moove Media.







NEL

NEL is a popular mode of transport across 16 stations, with millions of monthly commuters passing through the transit stations at Serangoon, Dhoby Ghaut, HarbourFront and Outram Park. It's the perfect MRT ads platform!

*Minimum campaign period of 4 weeks applies unless otherwise stated. Production work will be done by Moove Media.









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4-WEEKS MEDIA \$38,000 (15 sec spot)

UPLOADING COST \$2,500+

GREAT WALL



4-WEEKS MEDIA \$60,000 (15 sec spot)

UPLOADING FEE \$4,500+

*Minimum campaign period of 4 weeks applies unless otherwise stated. Production work will be done by Moove Media.





RATES

IN-TRAIN WINDOW STICKER



4-WEEKS MEDIA \$24,200

PRODUCTION COST \$5,300 for 72 + 20 units per train

FAREGATES



4-WEEKS MEDIA \$18,000 per station

PRODUCTION COST \$9,000 for up to 15 units

*Minimum campaign period of 4 weeks applies unless otherwise stated. Production work will be done by Moove Media.





PLATFORM STATION DOOR CONCEPT +

HUR

RAIL

TAXI



BILLBOARD

4-WEEKS MEDIA \$66,000 per SuperPrime station \$44,000 per Prime station \$19,800 per Classic station

PRODUCTION COST

\$15,500 per station (full length 96 doors)

For the list of SuperPrime, Prime and Classic stations, please see Annex.

WALLSCAPE



Pricing varies, check with Campaigner for costing

*Minimum campaign period of 4 weeks applies unless otherwise stated. Production work will be done by Moove Media.





HARBOURFRONT WALL CONCEPT

RAH



BILLBOARD

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4-WEEKS MEDIA \$60,000+

TAXI

PRODUCTION COST \$42,000

DHOBY GHAUT EXCHANGE



4-WEEKS MEDIA \$130,000 for 3 pillars + escalator glass railings + overhead wallscape

PRODUCTION COST \$85,500 for 3 pillars + escalator glass railings + overhead wallscape

*Minimum campaign period of 4 weeks applies unless otherwise stated. Production work will be done by Moove Media.





DHOBY GHAUT WALLSCAPE CONCEPT

TAXI

RAH



BILLROARD

4-WEEKS MEDIA \$60,000 for wallscape + floor sticker

PRODUCTION COST \$53,000 for wallscape + floor sticker

Customisation option with lighting and creative effects is available. Send us a visual for a friendly quote!

DHOBY GHAUT ESCALATOR CROWN CONCEPT



4-WEEKS MEDIA \$24,200 for 2 walls with stickers over crowns + 2 escalator sides + 1 step riser

PRODUCTION COST \$19,000

*Minimum campaign period of 4 weeks applies unless otherwise stated. Production work will be done by Moove Media.





RATES

DHOBY GHAUT CONCEPT PILLARS



4-WEEKS MEDIA \$60,500 for 4 pillars + floor sticker

PRODUCTION COST

\$35,000 for 4 pillars + floor sticker

HARBOURFRONT TWIST



4-WEEKS MEDIA \$32,000+ (15 sec spot)

*Minimum campaign period of 4 weeks applies unless otherwise stated. Production work will be done by Moove Media.







OUTRAM TRAVELATOR



4-WEEKS MEDIA \$60,000 (15 sec spot)

UPLOADING FEE \$4,500+

*Minimum campaign period of 4 weeks applies unless otherwise stated. Production work will be done by Moove Media.



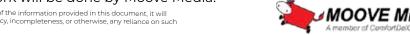




BUS HUB

With Bus Hubs located at the heart of suburban centres and close to advertisers' distribution channels, brand messages can be seen multiple times by thousands of people as they make a purchase or simply pass through.

*Minimum campaign period of 4 weeks applies unless otherwise stated. Production work will be done by Moove Media.







WALLSCAPE



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4-WEEKS MEDIA \$6,000+

PRODUCTION COST

Cost varies according to location

CONCEPT HUB



4-WEEKS MEDIA \$24,000+

PRODUCTION COST \$20,100

*Available at Boon Lay and Ang Mo Kio only

*Minimum campaign period of 4 weeks applies unless otherwise stated. Production work will be done by Moove Media.





RATES

N-WALL MURAL AT TAMPINES



4-WEEKS MEDIA \$8,400

PRODUCTION COST \$10,400

*Reserved for government clients

3D STANDEE



4-WEEKS MEDIA \$5,000+

PRODUCTION COST \$5,200+

*Minimum campaign period of 4 weeks applies unless otherwise stated. Production work will be done by Moove Media.







2D STANDEE



4-WEEKS MEDIA \$5,000+

PRODUCTION COST \$3,600

AMK GLITZ



4-WEEKS MEDIA \$25,000+ (15 sec spot)

*Minimum campaign period of 4 weeks applies unless otherwise stated. Production work will be done by Moove Media.







BEDOK V-WALL



4-WEEKS MEDIA \$25,000+ (15 sec spot)

BOON LAY ZOOM



4-WEEKS MEDIA \$25,000+ (15 sec spot)

*Minimum campaign period of 4 weeks applies unless otherwise stated. Production work will be done by Moove Media.



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BILLBOARD

Moove's large-format billboard to reach out to commuters along one of Singapore's expressways!

*Minimum campaign period of 4 weeks applies unless otherwise stated. Production work will be done by Moove Media.









4-WEEKS MEDIA \$50,000

PRODUCTION COST \$40,000

**Valid for bookings in 2021.

*Minimum campaign period of 4 weeks applies unless otherwise stated. Production work will be done by Moove Media.



ANNEX

| | Super Prime | Prime | Classic | |
|------------|--|--|---|--|
| DTL | Bugis Bukit Panjang Downtown Newton Tampines | Bayfront Beauty World Botanic Gardens Chinatown Expo Little India Macpherson Promenade Tampines East Telok Ayer | Bedok North Bedok Reservoir Bendemeer Bencoolen Cashew Fort Canning Geylang Bahru Hillview King Albert Jalan Besar | Kaki Bukit Mattar Rochor Sixth Avenue Stevens Tampines West Tan Kah Kee Upper Changi Ubi |
| NEL | Super Prime Dhoby Ghaut Harbourfront | Prime Chinatown Little India Outram Park Punggol Sengkang Serangoon Hougang | Classic Boon Keng Buangkok Clark Quay Farrer Park Kovan Potong Pasir Woodleigh | |



READY TO REACH OUT TO AUDIENCES ISLANDWIDE?

We'd be to happy to help you get your campaign moovin!

https://www.moovemedia.com.sg/contact-us/