

2024 RATES

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For the most updated rates or to customise a package, please reach out to us at www.moovemediacom.sg/contact-us

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BUS



TAXI



RAIL



HUB



BILLBOARD

RATES

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.

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

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BUS



TAXI



RAIL



HUB



BILLBOARD

RATES

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

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BUS



TAXI



RAIL



HUB



BILLBOARD

RATES

SINGLE DECK WHOLLY PAINTED + 3D



4-WEEKS MEDIA

\$6,000 per bus

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!

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BUS



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BILLBOARD

RATES

DOUBLE DECK WHOLLY PAINTED



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

\$2,400+ per bus

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BUS



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BILLBOARD

RATES

DOUBLE DECK REAR



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 visual for a friendly quote!

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BUS



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RATES

BENDY BUS



4-WEEKS MEDIA

Satellite \$5,000 per bus

PRODUCTION COST

\$4,200+ per bus

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BUS



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BILLBOARD

RATES

TAXI

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.

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BUS



TAXI



RAIL



HUB



BILLBOARD

RATES

MEGA CAB



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

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BUS



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BILLBOARD

RATES

JEWEL CAB



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

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BUS



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BILLBOARD

RATES

3D CAB



4-WEEKS MEDIA

\$800 per taxi

PRODUCTION COST

\$1900+ per taxi

MINIMUM QTY

10 taxis

JEWEL SHOWCASE



4-WEEKS MEDIA

\$800 per taxi

PRODUCTION COST

\$1900+ per taxi

MINIMUM QTY

10 taxis

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BUS



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HUB



BILLBOARD

RATES

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.

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BUS



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HUB



BILLBOARD

RATES

DTL CONCEPT TRAIN



4-WEEKS MEDIA

\$26,400

PRODUCTION COST

\$20,000

GLASS PANEL AT TELOK AYER



4-WEEKS MEDIA

\$19,800+

PRODUCTION COST

\$5,700

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RATES

IN-TRAIN PANELS (EXTENDED)



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)

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BUS



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BILLBOARD

RATES

IN-TRAIN WINDOW STICKERS



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

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BUS



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BILLBOARD

RATES

BUGIS RUNWAY



4-WEEKS MEDIA
\$32,000+

BUGIS V-WALL



4-WEEKS MEDIA
\$32,000+

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BUS



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BILLBOARD

RATES

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



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

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BUS



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BILLBOARD

RATES

STATION DOMINANCE AT DOWNTOWN



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

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BUS



TAXI



RAIL



HUB



BILLBOARD

RATES

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.

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BUS



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BILLBOARD

RATES

FAREGATES



4-WEEKS MEDIA
\$16,000 per station

PRODUCTION COST
\$9,000 for 5 units

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BILLBOARD

RATES

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!



BUS



TAXI



RAIL



HUB



BILLBOARD

RATES

WONDERWALL



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+

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BILLBOARD

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

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BILLBOARD

RATES

PLATFORM STATION DOOR CONCEPT +



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

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BILLBOARD

RATES

HARBOURFRONT WALL CONCEPT



4-WEEKS MEDIA

\$60,000+

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

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BILLBOARD

RATES

DHOBY GHAUT WALLSCAPE CONCEPT



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

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BILLBOARD

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)

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BILLBOARD

RATES

OUTRAM TRAVELATOR



4-WEEKS MEDIA

\$60,000 (15 sec spot)

UPLOADING FEE

\$4,500+

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BUS



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RAIL



HUB



BILLBOARD

RATES

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.



BUS



TAXI



RAIL



HUB



BILLBOARD

RATES

WALLSCAPE



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

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BUS



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RAIL



HUB



BILLBOARD

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+

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

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BUS



TAXI



RAIL



HUB



BILLBOARD

RATES

2D STANDEE



4-WEEKS MEDIA

\$5,000+

PRODUCTION COST

\$3,600

AMK GLITZ



4-WEEKS MEDIA

\$25,000+ (15 sec spot)

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BUS



TAXI



RAIL



HUB



BILLBOARD

RATES

BEDOK V-WALL



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

BOON LAY ZOOM



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

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BUS



TAXI



RAIL



HUB



BILLBOARD

RATES

BILLBOARD

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

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BUS



TAXI



RAIL



HUB



BILLBOARD

RATES

MOOVE BIG BOARD AT BRADDELL ROAD



4-WEEKS MEDIA

\$50,000

PRODUCTION COST

\$40,000

**Valid for bookings in 2021.

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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

	Super Prime	Prime	Classic
 NEL	Dhoby Ghaut Harbourfront	Chinatown Little India Outram Park Punggol Sengkang Serangoon Hougang	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.moovemediacom.sg/contact-us/>