While Moove Media Pte Ltd (UEN: 200200864C), its member firms, or its related entities ("Moove Media") have taken reasonable care to ensure the accuracy and completeness of the information provided in this document, it will not be liable for any loss or damage of any kind (whether direct, indirect or consequential losses or other economic loss of any kind) suffered due to any omission, error, inaccuracy, incompleteness, or otherwise, any reliance on such information. The information in this document is subject to change without notice.

Prices are quoted in Singapore Dollars (SGD). Terms and conditions apply.

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









# 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





**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











#### **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!













#### **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





#### **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











#### **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 vusual for a friendly quote!









#### **BENDY BUS**



#### **4-WEEKS MEDIA**

Satellite \$5,000 per bus

#### **PRODUCTION COST**

\$4,200+ per bus

# 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.









#### **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











**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











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













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.

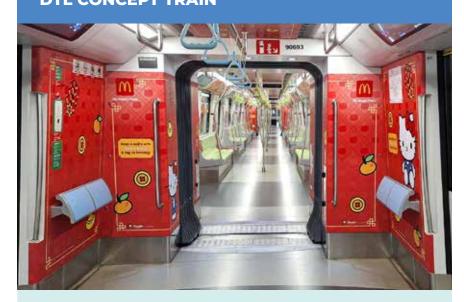








#### DTL CONCEPT TRAIN



**4-WEEKS MEDIA** \$26,400

**PRODUCTION COST** 

\$20,000

#### **GLASS PANEL AT TELOK AYER**



**4-WEEKS MEDIA** 

\$19,800+

**PRODUCTION COST** 

\$5,700

















#### **4-WEEKS MEDIA**

\$9,900 per train

#### **PRODUCTION COST**

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



#### **4-WEEKS MEDIA**

\$7,700 per train

#### **PRODUCTION COST**

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









#### 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









#### **BUGIS RUNWAY**



**4-WEEKS MEDIA** \$32,000+

#### **BUGIS V-WALL**



**4-WEEKS MEDIA** \$32,000+

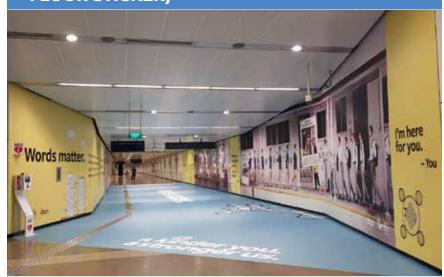








### BUGIS CONCEPT (WM08+WM08A+WM08B+FLOOR STICKER)



**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









#### **STATION DOMINANCE AT DOWNTOWN**



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

**PRODUCTION COST** 

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





**4-WEEKS MEDIA** 

\$77,000

**PRODUCTION COST** 

\$42,000

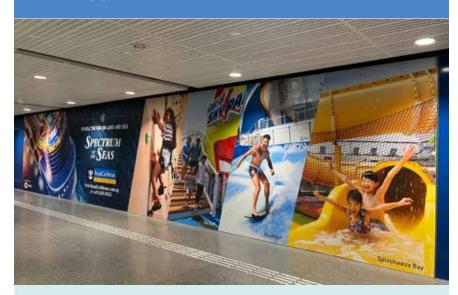








#### **WALLSCAPE**



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

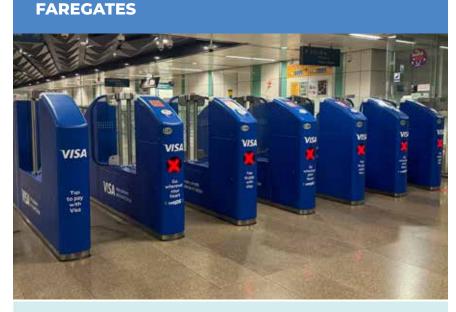
For the list of Super Prime, Prime and Classic stations, please see Annex.











4-WEEKS MEDIA

\$16,000 per station

**PRODUCTION COST** 

\$9,000 for 15 units











RATES



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!



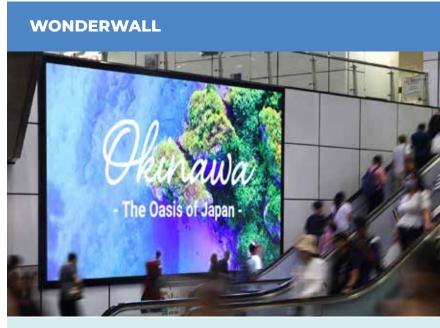






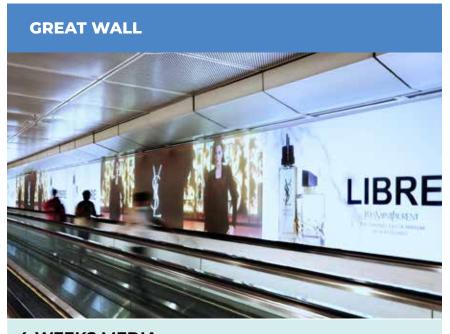






**4-WEEKS MEDIA** \$38,000 (15 sec spot)

**UPLOADING COST** \$2,500+



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

**UPLOADING FEE** \$4,500+











**4-WEEKS MEDIA** \$24,200

**PRODUCTION COST** 

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



**4-WEEKS MEDIA** 

\$18,000 per station

**PRODUCTION COST** 

\$9,000 for up to 15 units











#### **PLATFORM STATION DOOR CONCEPT +**



#### **4-WEEKS MEDIA**

\$66,000 per SuperPrime station \$44,000 per Prime station \$19,800 per Classic station

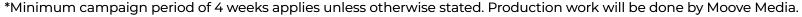
#### **PRODUCTION COST**

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

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



Pricing varies, check with Campaigner for costing















#### 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











#### **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













#### **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)





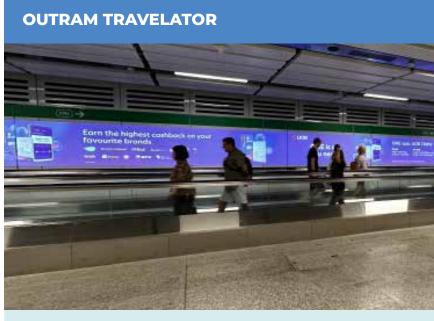












#### **4-WEEKS MEDIA**

\$60,000 (15 sec spot)

#### **UPLOADING FEE**

\$4,500+











# 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.









#### **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









#### **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+









#### **2D STANDEE**



**4-WEEKS MEDIA** \$5,000+

**PRODUCTION COST** 

\$3,600





**4-WEEKS MEDIA** 

\$25,000+ (15 sec spot)

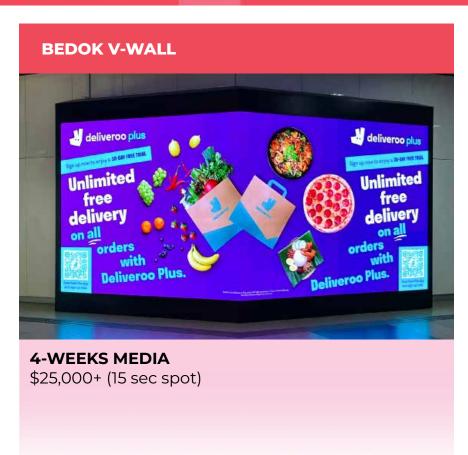














#### **4-WEEKS MEDIA**

\$25,000+ (15 sec spot)











## BILLBOARD

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

© 2021 Moove Media Pte Ltd. All rights reserved.

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





















#### **4-WEEKS MEDIA**

\$60,000

#### **PRODUCTION COST**

\$60,000

## ANNEX



Super Prime	Prime  Bayfront  Beauty World	Classic	
Bugis Bukit Panjang		Bedok North Bedok Reservoir	ı
Downtown Newton Tampines	Botanic Gardens Chinatown Expo	Bendemeer Bencoolen Cashew	Si
	Little India Macpherson Promenade Tampines East Telok Ayer	Fort Canning Geylang Bahru Hillview King Albert Jalan Besar	Tar Ta Up





Kaki Bukit

Mattar

Rochor

Sixth Avenue

Stevens

Tampines West

Tan Kah Kee Upper Changi Ubi

## 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/