

SMRT Circle Line Handy Guide

The ultimate guide to the Circle Line is here!

The Circle Line Handy Guide is a must-have for all young and old. Packed with useful information, you can find

System Map

Tips on journey planning

Renowned eating and shopping places

...and much, much more!

Target Audience

Users of public transport, including students, working adults and senior citizens

Circulation

Total 450,000 copies
(250,000 copies in Oct 2011 and 200,000 copies in Jan 2012)

Distribution & Reach

Mail drop to homes around the Circle Line

Main Line and Circle Line Passenger Service Centre and Take-One Booths

Community Centres, Parks, Places of Interest, Schools and Shopping Malls

Advertising Rates

Full Colour \$4,200 per panel ROB

Loading of 20% applies for preferred spots

Deadline

Booking : 26 August 2011

Materials : 9 September 2011

SALES ENQUIRIES

For more information, contact us
Tel: 6331-1383 Fax: 6332-1005
smrtmedia-mktg@smrt.com.sg
smrtmedia.com.sg

NB:

Agency commissionable

All rates are in Singapore Dollars and subject to prevailing GST

Client has to bear the cost for corrections after the advertisement has been cast

A penalty of 30 per cent (30%) of the booking rate will be levied for all cancellations

Advertisements withdrawn after cancellation date will be charged at full rate



Media

Creating Possibilities, Inspiring Always

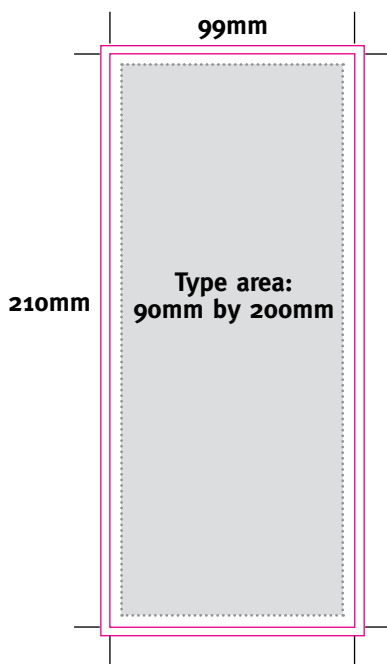
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Advertisement space specifications

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Each Advertising Panel: 99mm (W) by 210mm (H)



Per Panel Size 99mm (W) x 210mm (H)
Per Panel Type Area 90mm (W) x 200mm (H)
Per Panel Bleed 3mm all round

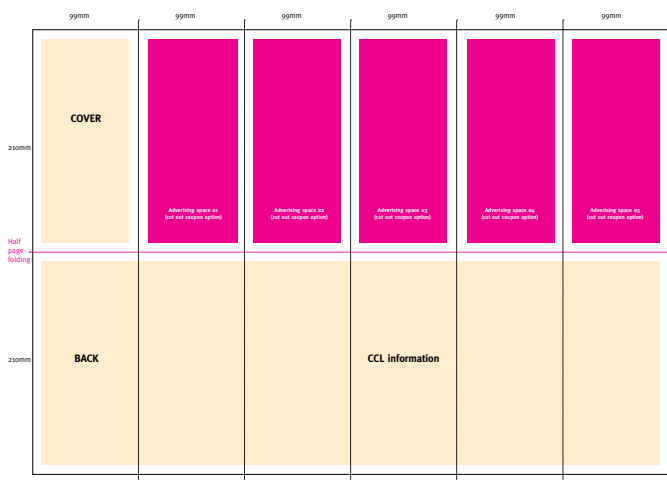
Material Requirement

Effective Image Resolution – Colour 300 dpi, Line Art 1200 dpi
 Image Format – EPS or TIFF
 Image Colour – CMYK

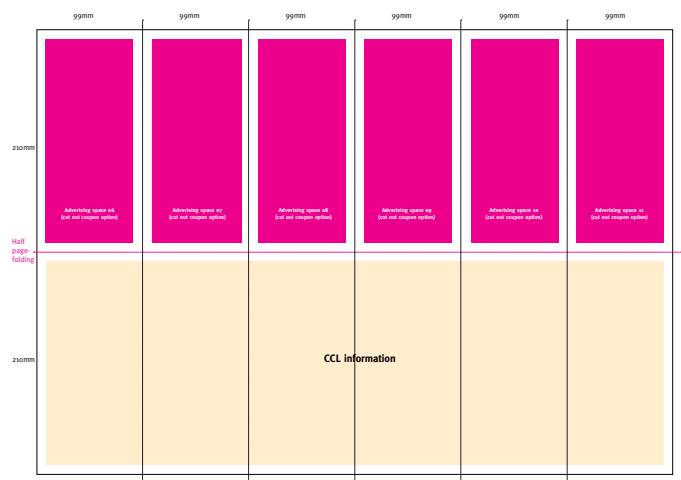
Deadline

Booking : 26 August 2011
 Materials : 9 September 2011

Open size Circle Line brochure guide: 594mm (W) by 420mm (H)



Front page



Inside page

Total Advertising space 11 panels