

MEDIA RATES FOR CIRCLE LINE

- ★ DHOBY GHAUT
 - ★ BRAS BASAH
 - ★ ESPLANADE
 - ★ PROMENADE
 - ★ NICOLL HIGHWAY
 - ★ STADIUM
 - ★ MOUNTBATTEN
 - ★ DAKOTA
 - ★ PAYA LEBAR
 - ★ MACPHERSON
 - ★ TAI SENG
 - BARTLEY
 - SERANGOON
 - LORONG CHUAN
 - BISHAN
 - MARYMOUNT
- ★ New Stations • Existing Stations



- LEGEND**
- INTERCHANGE STATION
 - ★ NEW CIRCLE LINE STATION OPENING ON 17 APR '10
 - CIRCLE LINE STATION OPENING IN 2011
 - EXISTING STATION



Creating Possibilities, Inspiring Always

MEDIA RATES FOR CIRCLE LINE

Media Space In Trains Min Ad Period: 8 weeks	Weekly Rate
Concept Train	\$5,000
Window Sticker	\$2,400
Glass Panel	\$2,700
Whole Train	\$2,000
Window Network (30 Panels across 10 circle line trains)	\$800



Media Space In Stations Min Ad Period: 4 weeks	4 Sheet	12 Sheet -Station	12 Sheet -Trackside	Concept Concourse / Platform / PSD [^]	Pillar	Floor Sticker	Plasma Frame	Faregate
	Weekly Rate Per Panel			Weekly Rate Per Station				
Bartley	-	\$280	\$250	\$4,200	\$2,800	\$2,500	\$700	\$1,300
Bishan	-	\$350	\$280	\$5,600	\$3,950	\$3,500	\$1,000	\$1,800
Bras Basah (NEW)	\$250	\$420	\$350	\$7,000	\$4,750	\$4,200	\$1,200	\$2,100
Dhoby Ghaut (NEW)	-	\$420	\$350	\$7,000	\$4,750	\$4,200	\$1,200	\$2,100
Dakota (NEW)	-	\$280	\$250	\$4,200	\$2,800	\$2,500	\$700	\$1,300
Esplanade (NEW)	\$250	\$420	\$350	\$7,000	\$4,750	\$4,200	\$1,200	\$2,100
Lorong Chuan	\$180	\$280	\$250	\$4,200	\$2,800	\$2,500	\$700	\$1,300
Macpherson (NEW)	-	\$280	\$250	\$4,200	\$2,800	\$2,500	\$700	\$1,300
Marymount	\$180	\$280	\$250	\$4,200	\$2,800	\$2,500	\$700	\$1,300
Mountbatten (NEW)	-	\$280	\$250	\$4,200	\$2,800	\$2,500	\$700	\$1,300
Nicoll Highway (NEW)	-	\$280	\$250	\$4,200	\$2,800	\$2,500	\$700	\$1,300
Paya Lebar (NEW)	\$210	\$350	\$280	\$5,600	\$3,950	\$3,500	\$1,000	\$1,800
Promenade (NEW)	-	\$420	\$350	\$7,000	\$4,750	\$4,200	\$1,200	\$2,100
Serangoon	\$210	\$350	\$280	\$5,600	\$3,950	\$3,500	\$1,000	\$1,800
Stadium (NEW)	-	\$280	\$250	\$4,200	\$2,800	\$2,500	\$700	\$1,300
Tai Seng (NEW)	-	\$280	\$250	\$4,200	\$2,800	\$2,500	\$700	\$1,300

[^]PSD – Platform Screen Door

Note:

1. New stations will be operational from 17 April 2010.
2. Size and quantity vary with stations and site measurements are required.
3. Sticker schemes subject to authorities' approval.
4. Refer to our Media Rate Book for the terms and conditions.



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