



STATION PANELS

4 Sheet Panel



Min ad period 8 weeks
 Material size (mm) H1530 x W1010
 Display size (mm) H1500 x W990
 Estimated production cost \$50 per piece

Min ad period 4 weeks

MRT STATION	WEEKLY RATE (\$ per panel)
Admiralty	250
Aljunied	250
Ang Mo Kio	300
Bedok	300
Boon Lay	300
Braddell	250
Bugis	390
Bukit Batok	250
Bukit Gombak	250
Buona Vista	250
Changi Airport	250
Chinese Garden	250
Choa Chu Kang	300
City Hall	440
Clementi	300
Commonwealth	250
Dhoby Ghaut	390
Dover	250
Eunos	250
Expo	250
Joo Koon	250
Jurong East	300
Kallang	250
Kembangan	250
Khatib	250
Kranji	250
Lakeside	250
Lavender	250
Marina Bay	250
Marsiling	250
Newton	250
Novena	300
Outram Park	250
Pasir Ris	250

MRT STATION	WEEKLY RATE (\$ per panel)
Paya Lebar	250
Pioneer	250
Queenstown	250
Raffles Place	440
Redhill	250
Sembawang	250
Simei	250
Somerset	390
Tampines	300
Tanah Merah	250
Tanjong Pagar	390
Tiong Bahru	300
Toa Payoh	300
Woodlands	300
Yew Tee	250
Yio Chu Kang	250
Yishun	300

CCL STATION	WEEKLY RATE (\$ per panel)
Bras Basah	250
Esplanade	250
Lorong Chuan	180
Marymount	180
Paya Lebar	210
Serangoon	210

LRT STATION	WEEKLY RATE (\$ per panel)
Bangkit	100
Bukit Panjang	100
Choa Chu Kang	100
Fajar	100
Jelapang	100
Keat Hong	100
Pending	100
Petir	100
Phoenix	100
Segar	100
Senja	100
South View	100
Teck Whye	100
Ten Mile Junction	100

STATION PANELS

4 Sheet Panel



4-SHEET FULL ISLAND NETWORK

Min ad period	4 weeks
No. of panels	105
Weekly rate	\$13,700

100 panels across mainline stations and 5 panels across CCL stations
Max 2 panels per station

4-SHEET PMEB NETWORK

Min ad period	4 weeks
No. of stations	20
Weekly rate	\$4,000

4-SHEET HALF ISLAND NETWORK

Min ad period	4 weeks
No. of panels	55
Weekly rate	\$8,300

50 panels across mainline stations and 5 panels across CCL stations
Max 2 panels per station

4-SHEET YOUTH NETWORK

Min ad period	4 weeks
No. of stations	20
Weekly rate	\$3,600

MRT STATION	NO. OF PANELS
Ang Mo Kio	1
Bedok	1
Boon Lay	1
Bugis	1
Choa Chu Kang	1
City Hall	1
Clementi	1
Dhoby Ghaut	1
Jurong East	1
Novena	1
Outram Park	1
Pasir Ris	1
Raffles Place	1
Tampines	1
Tanjong Pagar	1
Toa Payoh	1
Woodlands	1
Yew Tee	1
Yio Chu Kang	1
Yishun	1
TOTAL	20

MRT STATION	NO. OF PANELS
Ang Mo Kio	1
Bedok	1
Boon Lay	1
Bugis	1
Bukit Batok	1
Choa Chu Kang	1
City Hall	1
Clementi	1
Dhoby Ghaut	1
Dover	1
Jurong East	1
Novena	1
Outram Park	1
Raffles Place	1
Somerset	1
Tampines	1
Woodlands	1
Yew Tee	1
Yio Chu Kang	1
Yishun	1
TOTAL	20

STATION PANELS

6 Sheet Panel



SCROLLING PANEL

Min ad period 8 weeks
 Material size (mm) H1800 x W1200
 Display size (mm) H1715 x W1145
 Estimated production cost \$70 per piece

STATIC PANEL

MRT STATION	WEEKLY RATE (\$ per panel)
Orchard	660
Pasir Ris	300
Tampines	400
Tanjong Pagar	550

MRT STATION	WEEKLY RATE (\$ per panel)
Orchard	880

STATION PANELS

12 Sheet Panel



Min ad period 12 weeks
 Material size (mm) H1500 x W3050
 Display size (mm) H1450 x W2970
 Estimated production cost \$200 per piece

Min ad period 4 weeks
 Material size (mm) H1500 x W3050
 Display size (mm) H1450 x W2970

MRT STATION	WEEKLY RATE (\$ per panel)
Boon Lay	500
Bugis	660
Choa Chu Kang	500
Dhoby Ghaut	660
Tampines	500
Tanjong Pagar *	660

CCL STATION	WEEKLY RATE (\$ per panel)
Bartley	280
Bishan	350
Bras Basah	420
Dakota	280
Dhoby Ghaut	420
Esplanade	420
Lorong Chuan	280
Macpherson	280
Marymount	280
Mountbatten	280
Nicoll Highway	280
Paya Lebar	350
Promenade	420
Serangoon	350
Stadium	280
Tai Seng	280

Note:
 * For Tanjong Pagar Station (CO1 & CO2 panels only)
 Material Size (mm) : H1530 x W3050
 Display Size (mm) : H1450 x W2970

STATION PANELS

12 Sheet Panel



TRACKSIDE 12-SHEET

Min ad period 8 weeks
 Material size (mm) H1610 x W3100
 Display size (mm) H1500 x W2990
 Estimated production cost \$200 per piece

Min ad period 4 weeks
 Material size (mm) H1500 x W3050
 Display size (mm) H1450 x W2970

MRT STATION	WEEKLY RATE (\$ per panel)
Braddell	350
Bugis	550
Changi Airport	350
City Hall	660
Dhoby Ghaut	550
Lavender	350
Marina Bay	350
Marsiling*	350
Newton	350
Novena	400
Orchard	660
Outram Park	350
Raffles Place	660
Somerset	550
Tanjong Pagar	550
Tiong Bahru	400
Toa Payoh	400

CCL STATION	WEEKLY RATE (\$ per panel)
Bartley	250
Bishan	280
Bras Basah	350
Dakota	250
Dhoby Ghaut	350
Esplanade	350
Lorong Chuan	250
Macpherson	250
Marymount	250
Mountbatten	250
Nicoll Highway	250
Paya Lebar	280
Promenade	350
Serangoon	280
Stadium	250
Tai Seng	250

TRACKSIDE 12 SHEET FULL ISLAND NETWORK

Min ad period 4 weeks
 No. of panels 70
 Weekly rate \$16,000

38 panels across mainline stations and 32 panels across CCL stations

TRACKSIDE 12 SHEET HALF ISLAND NETWORK

Min ad period 4 weeks
 No. of panels 35
 Weekly rate \$9,000

19 panels across mainline stations and 16 panels across CCL stations

Note:
 * For Marsiling Station
 Material Size (mm) : H1580 x W3080
 Display Size (mm) : H1500 x W3000

STATION PANELS

Bulkhead



Min ad period 26 weeks

Production costs vary by size of panel

MRT STATION	SIZE	PANEL NO	WEEKLY RATE (\$ per panel)
Admiralty	S3B	1, 2	200
Aljunied	S3B	1, 2	200
Ang Mo Kio	S3A	1A, 1B	400
	S4C	2, 3	200
	S4C	4, 5	400
Bedok	S6C	1	1,000
	S4C	2	400
	S6A	3	600
Bishan	S3E	1	500
Boon Lay	S4E	1, 2	600
Braddell	S3B	1, 2	200
Bugis	S4A	1, 2	440
Buona Vista	S4C	1	200
City Hall	S4B	1	1,100
Clementi	S4C	1	600
Commonwealth	S3B	1	200
Dhoby Ghaut	S3C	1, 2	440
	S5B	3, 4	660
Joo Koon	S3D	1	200
Jurong East	S7A	1	800
Kallang	S3B	1, 2	200
Kranji	S3B	1, 2	200
Lavender	S6A	1	400
Marina Bay	S6A	1	200
Marsiling	S3B	1, 2	200
Newton	S4C	1, 4	200
	S3B	2, 3	200
Novena	S6A	1	600
Orchard	S3F	1	2,400
	S5D	2, 3	3,000
Outram Park	S3B	1, 2	200
Pasir Ris	S4C	1	200
Paya Lebar	S4C	1, 2	200
Pioneer	S3D	1, 2	200

MRT STATION	SIZE	PANEL NO	WEEKLY RATE (\$ per panel)
Queenstown	S4C	1	200
Raffles Place	S4D	1, 4	1,320
	S3B	2, 3, 5, 6	1,100
	S6D	7, 8	2,420
Redhill	S3B	1	200
Sembawang	S3B	1, 2	200
Simei	S4C	1	200
Tampines	S3B	1, 2	700
	S8B	3	1,600
	S6B	4	1,200
Tanah Merah	S4C	1, 2	200
Tanjong Pagar	S4C	1	440
	S5C	2	1,760
	S6A	3	880
	S8C	4	1,760
Tiong Bahru	S3B	1, 2	200
	S5A	3	600
Toa Payoh	S6A	1	600
Woodlands	S4C	1	600
	S3B	2	400
Yew Tee	S3B	1, 2	200
Yio Chu Kang	S3B	1, 2	200

CCL STATION	SIZE	Panel No	WEEKLY RATE (\$ per panel)
Bartley	S3D	1	280
Bishan	S3D	1, 2, 3	350
Dakota	S3D	1	280
Lorong Chuan	S3D	1	280
Macpherson	S3D	1, 2	280
Marymount	S3D	1	280
Nicoll Highway	S3D	1	280
Serangoon	S3D	1	350
Tai Seng	S3D	1, 2	280

STATION PANELS

Bulkhead



Min ad period

26 weeks

Production costs vary by size of panel

SIZE CODE	MATERIAL SIZE H X W (mm)	DISPLAY SIZE H X W (mm)
S3A	990 x 3,060	900 x 2,960
S3B	1,245 x 3,060	1,145 x 2,960
S3C	1,290 x 3,110	1,210 x 3,030
S3D	1,500 x 3,050	1,450 x 2,970
S3E	1,500 x 3,050	1,445 x 2,960
S3F	2,864 x 3,114	2,820 x 3,070
S4A	1,100 x 4,400	1,000 x 4,300
S4B	1,000 x 4,545	900 x 4,445
S4C	1,245 x 4,545	1,145 x 4,445
S4D	2,300 x 4,550	2,200 x 4,450
S4E	1,980 x 4,385	1,820 x 4,220
S5A	1,700 x 5,450	1,620 x 5,370
S5B	2,575 x 5,980	2,495 x 5,900
S5C	2,800 x 5,070	2,720 x 4,990
S5D	1,864 x 5,964	1,820 x 5,920
S6A	1,245 x 6,045	1,145 x 5,945
S6B	1,150 x 6,060	1,050 x 5,960
S6C	2,840 x 6,060	2,740 x 5,960
S6D	3,500 x 6,055	3,400 x 5,955
S6E	1,900 x 6,900	1,800 x 6,800
S7A	1,900 x 7,900	1,800 x 7,800
S8A	1,900 x 8,300	1,800 x 8,200
S8B	1,100 x 8,900	1,000 x 8,800
S8C	1,900 x 8,100	1,820 x 8,020

STATION PANELS

Escalator



ESCALATOR CROWN NETWORK

Min ad period 4 weeks
 Material size (mm) H735 x W485
 Display size (mm) H720 x W470
 No of panels 10 panels per network
 Estimated production cost \$240 per network of 10 pieces

MRT STATION	NO OF NETWORK	WEEKLY RATE (\$ per network)
City Hall	2	1,100
Pasir Ris	3	500
Raffles Place	4	1,100
Tampines	2	700
Tiong Bahru	2	700

ESCALATOR LIGHTBOX NETWORK

Min ad period 4 weeks
 Material size (mm) H2300 x W1300
 Display size (mm) H2220 x W1220
 No of Panels 6 panels per network
 Estimated production cost \$2,400 per network of 6 pieces

MRT STATION	NO OF NETWORK	WEEKLY RATE (\$ per network)
Raffles Place	2	1,320

ESCALATOR WALL

Min ad period 4 weeks

MRT STATION	WEEKLY RATE (\$ per side)
Raffles Place	1,430

Lightbox



CONCOURSE LIGHTBOX

Min ad period 8 weeks
 Estimated production cost \$200 per piece

MRT STATION	PANEL NO	MATERIAL SIZE H X W (mm)	DISPLAY SIZE H X W (mm)	WEEKLY RATE (\$ per panel)
Raffles Place	1, 2, 11, 12	1,366 x 1,950	1,351 x 1,890	660
	3, 4, 9, 10	1,366 x 2,075	1,351 x 1,990	660
	5, 6, 7, 8	1,366 x 2,050	1,351 x 1,990	660

LARGE FORMAT LIGHTBOX

Min ad period 8 weeks
 Estimated production cost \$600 per piece

MRT STATION	PANEL NO	MATERIAL SIZE H X W (mm)	DISPLAY SIZE H X W (mm)	WEEKLY RATE (\$ per panel)
Raffles Place	1 - 5	1,678 x 5,730	1,608 x 5,680	2,200
	6 - 7	1,680 x 5,800	1,605 x 5,680	2,200
	8	1,655 x 4,340	1,615 x 4,250	2,200
Somerset	1 - 12	1,678 x 5,730	1,608 x 5,680	1,870
Tampines	1 - 6	1,678 x 5,620	1,608 x 5,580	1,400
Tanjong Pagar	1 - 5	1,678 x 5,730	1,608 x 5,680	1,870

STATION PANELS

Event Space



STATION EVENT SPACE

Min ad period 2 days

MRT STATION	LOCATION	REMARKS	DIMENSIONS L X W (m)	DAILY WEEKDAY RATE MON-THU (\$)	DAILY WEEKEND RATE FRI-SUN (\$)	ELECTRICAL/DATA POINT
EAST						
Aljunied	ES-01	-	4 x 2	240	288	1 Electrical point No Data point
	ES-02	-	4 x 2	240	288	
	ES-03	-	4 x 2	240	288	
Expo	ES-01	-	3 x 3	540	1,296	No Electrical point No Data point
	ES-02	-	2 x 2	240	576	
	ES-03	-	1.5 x 1.5	135	324	
Lavender	ES-01	Storage room provided	3 x 1	180	234	1 Electrical point No Data point
Pasir Ris	ES-01	-	4 x 2	480	672	1 Electrical point No Data point
Paya Lebar	ES-01	-	2 x 1	120	156	1 Electrical point No Data point
Tampines	ES-04	-	3 x 3	684	1,164	No Electrical point No Data point
WEST						
Boon Lay	ES-01	Outdoor; tentage setup required	9 x 4	800	800	1 Electrical point No Data point
	ES-02		9 x 4	800	800	
	ES-03		7 x 4	600	600	
	ES-04		9 x 4	800	800	
	ES-05	Facing bus interchange	2 x 2	360	720	No Electrical point No Data point
Chinese Garden	ES-01	-	1 x 1	40	52	No Electrical point No Data point
Dover	ES-01	-	1 x 1	45	60	No Electrical point No Data point
Jurong East	ES-01	-	2 x 4	600	1,200	1 Electrical point No Data point
	ES-02	-	2 x 4	600	1,200	No Electrical point No Data point
	ES-03	-	2 x 4	600	1,200	1 Electrical point No Data point
Lakeside	ES-01	-	1 x 1	55	77	No Electrical point No Data point
Outram Park	ES-01	-	1 x 1	45	60	1 Electrical point No Data point

Event Space



STATION EVENT SPACE

Min ad period

2 days

MRT STATION	LOCATION	REMARKS	DIMENSIONS L X W (m)	DAILY WEEKDAY RATE MON-THU (\$)	DAILY WEEKEND RATE FRI-SUN (\$)	ELECTRICAL/DATA POINT
WEST						
Tanjong Pagar (Concourse)	ES-01	-	3 x 2	420	420	2 Electrical points 2 Data points
	ES-02	-	2 x 2	280	280	1 Electrical point 1 Data point
	ES-03	-	2 x 1	140	140	1 Electrical point 1 Data point
NORTH						
Admiralty	ES-01	Subject to weather conditions	4 x 2	480	672	1 Electrical point No Data point
Ang Mo Kio	ES-01	Subject to weather conditions	1 x 1	96	192	No Electrical point No Data point
	ES-02		2 x 1	192	384	1 Electrical point No Data point
Bishan	ES-01	Subject to weather conditions	2 x 2	288	404	1 Electrical point No Data point
	ES-02		3 x 2	432	605	No Data point
	ES-04		3 x 2	432	605	No Electrical point No Data point
Choa Chu Kang	ES-02	Height of setup must be less than 1.8m	2 x 1.5	180	252	1 Electrical point No Data point
	ES-03		2 x 1.3	156	218	No Data point
Khatib	ES-01	-	2 x 2	180	240	No Electrical point No Data point
Kranji	ES-01	-	2 x 2	200	260	No Electrical point No Data point
Marsiling	ES-01	-	1.5 x 1.5	102	135	No Electrical point No Data point
Novena	ES-01	-	2 x 2	288	404	1 Electrical point No Data point
	ES-02	-	2 x 2	288	404	No Electrical point No Data point
Sembawang	ES-01	-	2 x 1	120	168	1 Electrical point No Data point
Toa Payoh	ES-02	-	2 x 2	336	471	1 Electrical point No Data point

Event Space



STATION EVENT SPACE

Min ad period

2 days

MRT STATION	LOCATION	REMARKS	DIMENSIONS L X W (m)	DAILY WEEKDAY RATE MON-THU (\$)	DAILY WEEKEND RATE FRI-SUN (\$)	ELECTRICAL/DATA POINT
NORTH						
Woodlands	ES-01	-	5.5 x 2	1,020	1,728	1 Electrical point No Data point
	ES-02	Subject to weather conditions	7 x 2	850	1,440	
	ES-03	-	2 x 7	900	1,560	
	ES-04	Outdoor; tentage setup required	7 x 10	1,300	1,300	
Yew Tee	ES-01	-	1.5 x 1.5	150	210	1 Electrical point No Data point
Yio Chu Kang	ES-01	-	1 x 1	50	65	No Electrical point No Data point
Yishun	ES-01	-	2 x 2	360	504	No Electrical point No Data point

STATION PANELS

Event Space



XCHANGE EVENT SPACE

Min ad period 2 days

MRT STATION	LOCATION	REMARKS	DIMENSIONS L X W (m)	WEEKDAY RATE MON-FRI (\$)	WEEKEND RATE SAT, SUN OR PH (\$)	ELECTRICAL/DATA POINT
XCHANGE						
Choa Chu Kang Xchange	XES-01	Exposed to weather elements	4 x 3	840 per week (Mon-Sun)		1 Electrical point 0 Data point
	XES-02	-	4 x 3	840 per week (Mon-Sun)		
	XES-03	-	4 x 3	840 per week (Mon-Sun)		
	XES-04	-	4 x 3	840 per week (Mon-Sun)		
	XES-05	-	4 x 3	840 per week (Mon-Sun)		
	XES-06	-	2 x 2	280 per week (Mon-Sun)		
Dhoby Xchange	XES-01	-	1.5 x 1.5	840 per week (Mon-Sun)		1 Electrical point Wi Fi enabled
	XES-02	-	2.5 x 1.5	1,050 per week (Mon-Sun)		
Raffles Xchange	XES-01	Area can be divided into half at 4m by 2m. Rates to be pro-rated at \$2,625/week. Licence fee is charged based on 5 days week.	4 x 4	5,100 per week	510 per day	1 Electrical point 1 Data point
	XES-02		4 x 4	5,100 per week	510 per day	
	XES-03		4 x 4	5,100 per week	510 per day	
	XES-04		4 x 4	5,100 per week	510 per day	
	XES-05	Area can be divided into half at 2m by 2m. Rates to be pro-rated at \$1,350/week. Licence fee is charged based on 5 days week	4 x 2	2,550 per week	255 per day	
	XES-06		4 x 4	5,100 per week	510 per day	
XES-07	4 x 4	5,100 per week	510 per day			
Tanjong Pagar Xchange	XES-01	-	3 x 3	1,350 per week	135 per day	1 Electrical point 0 Data point
	XES-02	-	3 x 3	1,350 per week	135 per day	
	XES-03	-	3 x 2	900 per week	90 per day	
	XES-04	-	3 x 2	900 per week	90 per day	
	XES-05	-	3 x 2	900 per week	90 per day	
	XES-06	-	3 x 2	900 per week	90 per day	
	XES-07	-	6 x 5	4,500 per week	450 per day	
	XES-08	-	6 x 2	1,800 per week	180 per day	

DISTRIBUTION/SAMPLING

Min ad period 2 hours

	RATE (\$ per station)
First 2 hours	500 per hour
Subsequent hour/s	400 per hour

STATION STICKERS PLATFORM LEVEL

Platform Screen Doors



Min ad period

4 weeks

MRT STATION	WEEKLY RATE (\$ per station)	MRT STATION	WEEKLY RATE (\$ per station)
Aljunied*	6,000	Pioneer*	6,000
Bedok*	8,000	Queenstown*	6,000
Bishan	8,000	Raffles Place	13,800
Boon Lay*	8,000	Redhill*	6,000
Braddell	6,000	Somerset	11,000
Bugis	11,000	Tanah Merah*	6,000
Buona Vista*	6,000	Tanjong Pagar	11,000
Bukit Batok*	6,000	Tiong Bahru	8,000
Bukit Gombak*	6,000	Toa Payoh	8,000
Changi Airport	6,000	Yishun*	8,000
Chinese Garden*	6,000		
City Hall	13,800	CCL STATION	WEEKLY RATE (\$ per station)
Clementi*	8,000	Bartley	4,200
Commonwealth*	6,000	Bishan	5,600
Dhoby Ghaut	11,000	Bras Basah	7,000
Dover*	6,000	Dakota	4,200
Eunos*	6,000	Dhoby Ghaut	7,000
Jurong East*	10,000	Esplanade	7,000
Kallang*	6,000	Lorong Chuan	4,200
Kembangan*	6,000	Macpherson	4,200
Lakeside*	6,000	Marymount	4,200
Lavender	6,000	Mountbatten	4,200
Marina Bay	6,000	Nicoll Highway	4,200
Newton	6,000	Paya Lebar	5,600
Novena	8,000	Promenade	7,000
Orchard	13,800	Serangoon	5,600
Outram Park	6,000	Stadium	4,200
Pasir Ris*	6,000	Tai Seng	4,200
Paya Lebar*	8,000		

Note:
 Sticker and quantity vary by stations. Site measurements are required. Sticker schemes are subject to approval from authorities.
 * Half height Platform Screen Doors.

STATION STICKERS PLATFORM LEVEL

Platform Concept



AMBIENT ADVERTISING IN STATION PLATFORMS

Min ad period

4 weeks

MRT STATION	WEEKLY RATE (\$ per station)	MRT STATION	WEEKLY RATE (\$ per station)
Admiralty	6,000	Newton	6,000
Aljunied	6,000	Novena	8,000
Ang Mo Kio	8,000	Orchard	13,800
Bedok	8,000	Outram Park	6,000
Bishan	8,000	Pasir Ris	6,000
Boon Lay	8,000	Paya Lebar	6,000
Braddell	6,000	Pioneer	6,000
Bugis	11,000	Queenstown	6,000
Bukit Batok	6,000	Raffles Place	13,800
Bukit Gombak	6,000	Redhill	6,000
Buona Vista	6,000	Sembawang	6,000
Changi Airport	6,000	Simei	6,000
Chinese Garden	6,000	Somerset	11,000
Choa Chu Kang	8,000	Tampines	8,000
City Hall	13,800	Tanah Merah	6,000
Clementi	8,000	Tanjong Pagar	11,000
Commonwealth	6,000	Tiong Bahru	8,000
Dhoby Ghaut	11,000	Toa Payoh	8,000
Dover	6,000	Woodlands	8,000
Eunos	6,000	Yew Tee	6,000
Expo	6,000	Yio Chu Kang	6,000
Joo Koon	6,000	Yishun	8,000
Jurong East	8,000		
Kallang	6,000		
Kembangan	6,000		
Khatib	6,000		
Kranji	6,000		
Lakeside	6,000		
Lavender	6,000		
Marina Bay	6,000		
Marsiling	6,000		

Note:
Size and quantity vary by stations. Site measurements are required. Sticker schemes are subject to approval from authorities.

Platform Concept



AMBIENT ADVERTISING IN STATION PLATFORMS

Min ad period 4 weeks

CCL STATION	WEEKLY RATE (\$ per station)
Bartley	4,200
Bishan	5,600
Bras Basah	7,000
Dakota	4,200
Dhoby Ghaut	7,000
Esplanade	7,000
Lorong Chuan	4,200
Macpherson	4,200
Marymount	4,200
Mountbatten	4,200
Nicoll Highway	4,200
Paya Lebar	5,600
Promenade	7,000
Serangoon	5,600
Stadium	4,200
Tai Seng	4,200

Note:
Size and quantity vary by stations. Site measurements are required. Sticker schemes are subject to approval from authorities.

STATION STICKERS PLATFORM LEVEL

Bench



Min ad period

4 weeks

MRT STATION	WEEKLY RATE (\$ per station)	MRT STATION	WEEKLY RATE (\$ per station)
Admiralty	2,000	Newton	2,000
Aljunied	2,000	Novena	2,800
Ang Mo Kio	2,800	Orchard	4,600
Bedok	2,800	Outram Park	2,000
Bishan	2,800	Pasir Ris	2,000
Boon Lay	2,800	Paya Lebar	2,000
Braddell	2,000	Pioneer	2,000
Bugis	3,740	Queenstown	2,000
Bukit Batok	2,000	Raffles Place	4,600
Bukit Gombak	2,000	Redhill	2,000
Buona Vista	2,000	Sembawang	2,000
Changi Airport	2,000	Simei	2,000
Chinese Garden	2,000	Somerset	3,740
Choa Chu Kang	2,800	Tampines	2,800
City Hall	4,600	Tanah Merah	2,000
Clementi	2,800	Tanjong Pagar	3,740
Commonwealth	2,000	Tiong Bahru	2,800
Dhoby Ghaut	3,740	Toa Payoh	2,800
Dover	2,000	Woodlands	2,800
Eunos	2,000	Yew Tee	2,000
Expo	2,000	Yio Chu Kang	2,000
Joo Koon	2,000	Yishun	2,800
Jurong East	2,800		
Kallang	2,000		
Kembangan	2,000		
Khatib	2,000		
Kranji	2,000		
Lakeside	2,000		
Lavender	2,000		
Marina Bay	2,000		
Marsiling	2,000		

Note:

Sticker and quantity vary by stations. Site measurements are required. Sticker schemes are subject to approval from authorities.

STATION STICKERS PLATFORM OR CONCOURSE LEVEL

Pillar



Min ad period

4 weeks

MRT STATION	WEEKLY RATE (\$ per station)
Admiralty	4,000
Aljunied	4,000
Ang Mo Kio	5,600
Bedok	5,600
Bishan	5,600
Boon Lay	5,600
Braddell	4,000
Bugis	7,480
Bukit Batok	4,000
Bukit Gombak	4,000
Buona Vista	4,000
Changi Airport	4,000
Chinese Garden	4,000
Choa Chu Kang	5,600
City Hall	9,200
Clementi	5,600
Commonwealth	4,000
Dhoby Ghaut	7,480
Dover	4,000
Eunos	4,000
Expo	4,000
Joo Koon	4,000
Jurong East	5,600
Kallang	4,000
Kembangan	4,000
Khatib	4,000
Kranji	4,000
Lakeside	4,000
Lavender	4,000
Marina Bay	4,000
Marsiling	4,000

MRT STATION	WEEKLY RATE (\$ per station)
Newton	4,000
Novena	5,600
Orchard	9,200
Outram Park	4,000
Pasir Ris	4,000
Paya Lebar	4,000
Pioneer	4,000
Queenstown	4,000
Raffles Place	9,200
Redhill	4,000
Sembawang	4,000
Simei	4,000
Somerset	7,480
Tampines	5,600
Tanah Merah	4,000
Tanjong Pagar	7,480
Tiong Bahru	5,600
Toa Payoh	5,600
Woodlands	5,600
Yew Tee	4,000
Yio Chu Kang	4,000
Yishun	5,600

Note:

Sticker and quantity vary by stations. Site measurements are required. Sticker schemes are subject to approval from authorities.

STATION STICKERS PLATFORM OR CONCOURSE LEVEL

Pillar



Min ad period

4 weeks

CCL STATION	WEEKLY RATE (\$ per station)
Bartley	2,800
Bishan	3,950
Bras Basah	4,750
Dakota	2,800
Dhoby Ghaut	4,750
Esplanade	4,750
Lorong Chuan	2,800
Macpherson	2,800
Marymount	2,800
Mountbatten	2,800
Nicoll Highway	2,800
Paya Lebar	3,950
Promenade	4,750
Serangoon	3,950
Stadium	2,800
Tai Seng	2,800

Note:

Size and quantity vary by stations. Site measurements are required. Sticker schemes are subject to approval from authorities.

STATION STICKERS PLATFORM OR CONCOURSE LEVEL

Floor Sticker



Min ad period

4 weeks

MRT STATION	WEEKLY RATE (\$ per station)	MRT STATION	WEEKLY RATE (\$ per station)
Admiralty	3,500	Newton	3,500
Aljunied	3,500	Novena	5,000
Ang Mo Kio	5,000	Orchard	8,050
Bedok	5,000	Outram Park	3,500
Bishan	5,000	Pasir Ris	3,500
Boon Lay	5,000	Paya Lebar	3,500
Braddell	3,500	Pioneer	3,500
Bugis	6,600	Queenstown	3,500
Bukit Batok	3,500	Raffles Place	8,050
Bukit Gombak	3,500	Redhill	3,500
Buona Vista	3,500	Sembawang	3,500
Changi Airport	3,500	Simei	3,500
Chinese Garden	3,500	Somerset	6,600
Choa Chu Kang	5,000	Tampines	5,000
City Hall	8,050	Tanah Merah	3,500
Clementi	5,000	Tanjong Pagar	6,600
Commonwealth	3,500	Tiong Bahru	5,000
Dhoby Ghaut	6,600	Toa Payoh	5,000
Dover	3,500	Woodlands	5,000
Eunos	3,500	Yew Tee	3,500
Expo	3,500	Yio Chu Kang	3,500
Joo Koon	3,500	Yishun	5,000
Jurong East	5,000		
Kallang	3,500		
Kembangan	3,500		
Khatib	3,500		
Kranji	3,500		
Lakeside	3,500		
Lavender	3,500		
Marina Bay	3,500		
Marsiling	3,500		

Note:
Sticker and quantity vary by stations. Site measurements are required. Sticker schemes are subject to approval from authorities.

Floor Sticker



Min ad period

4 weeks

CCL STATION	WEEKLY RATE (\$ per station)
Bartley	2,500
Bishan	3,500
Bras Basah	4,200
Dakota	2,500
Dhoby Ghaut	4,200
Esplanade	4,200
Lorong Chuan	2,500
Macpherson	2,500
Marymount	2,500
Mountbatten	2,500
Nicoll Highway	2,500
Paya Lebar	3,500
Promenade	4,200
Serangoon	3,500
Stadium	2,500
Tai Seng	2,500

Note:

Sticker and quantity vary by stations. Site measurements are required. Sticker schemes are subject to approval from authorities.

STATION STICKERS PLATFORM OR CONCOURSE LEVEL

Wall



Min ad period

4 weeks

MRT STATION	WEEKLY RATE (\$ per wall)	WALL NO	REMARKS
Boon Lay	2,000	1, 2	Wall only
	1,500	3, 4	Wall only
	2,500	5	Includes 2 units x 12-Sheet Panel (C1-C2)
Bugis	2,750	1, 2, 3, 4	Wall only
	1,650	5, 6	Wall only
	7,700	7	Includes 2 walls with 6 units x 4-Sheet Panel each side (Wall A: A15, A25, A31-A34; Wall B: A18, A26-A30)
Clementi	2,500	1	Wall only
Lavender	2,000	1	Includes 2 units x 4-Sheet Panel (A21-A22)
Orchard	4,600	1	Wall only
	3,450	2, 3	Wall only
	11,500	4	Includes 4 units x 6-Sheet Scrolling Panel (L1-L16)
	5,750	5	Includes 2 units x 6-Sheet Panel (L29-L30)
Pasir Ris	4,000	1	Includes 4 units x 6-Sheet Scrolling Panel (L1-L16)
	4,000	2	Includes 4 units x 6-Sheet Scrolling Panel (L17-L32)
Raffles Place	5,175	1, 2, 3	Wall only
Somerset	4,400	1	Includes 4 units x 4-Sheet Panel (A9-A12)
	1,980	2	Includes 2 units x 4-Sheet Panel (A7-A8)
	5,500	3	Includes 6 units x 4-Sheet Panel (A1-A6)
Tampines	4,000	1	Wall only
	5,000	2	Includes 3 units x 12-Sheet Panel (SW1-SW3)
	5,000	3	Includes 3 units x 12-Sheet Panel (SW4-SW6)

CCL STATION	WEEKLY RATE (\$ per wall)	WALL NO	REMARKS
Dhoby Ghaut	2,500	1	Wall only
	3,000	2, 4	Wall only
	5,000	3	Wall only

Note:
Size and quantity vary by stations. Site measurements are required. Sticker schemes are subject to approval from authorities.
More space can be explored and not limited to sites listed above.

STATION STICKERS PLATFORM OR CONCOURSE LEVEL

Parapet Wall



Min ad period 4 weeks

MRT STATION	WEEKLY RATE (\$ per station)
Admiralty	2,500
Aljunied	2,500
Ang Mo Kio	3,500
Bedok	3,500
Bishan	3,500
Boon Lay	3,500
Braddell	2,500
Bugis	4,180
Bukit Batok	2,500
Bukit Gombak	2,500
Buona Vista	2,500
Changi Airport	2,500
Chinese Garden	2,500
Choa Chu Kang	3,500
City Hall	5,180
Clementi	3,500
Commonwealth	2,500
Dhoby Ghaut	4,180
Dover	2,500
Eunos	2,500
Expo	2,500
Joo Koon	2,500
Jurong East	3,500
Kallang	2,500
Kembangan	2,500
Khatib	2,500
Kranji	2,500
Lakeside	2,500
Lavender	2,500
Marina Bay	2,500
Marsiling	2,500

MRT STATION	WEEKLY RATE (\$ per station)
Newton	2,500
Novena	3,200
Orchard	5,180
Outram Park	2,500
Pasir Ris	2,500
Paya Lebar	2,500
Pioneer	2,500
Queenstown	2,500
Raffles Place	5,180
Redhill	2,500
Sembawang	2,500
Simei	2,500
Somerset	4,180
Tampines	3,500
Tanah Merah	2,500
Tanjong Pagar	4,180
Tiong Bahru	3,200
Toa Payoh	3,200
Woodlands	3,500
Yew Tee	2,500
Yio Chu Kang	2,500
Yishun	3,500

Note:
Size and quantity vary by stations. Site measurements are required. Sticker schemes are subject to approval from authorities.

STATION STICKERS PLATFORM OR CONCOURSE LEVEL

Plasma Frame



Min ad period 2 weeks
 Screen size (mm) H520 x W920
 Plasma TV size (mm) H720 x W1150
 Estimated size & production cost \$200 per piece

MRT STATION	WEEKLY RATE (\$ per station)
Admiralty	1,000
Aljunied	1,000
Ang Mo Kio	1,400
Bedok	1,400
Bishan	1,400
Boon Lay	1,400
Braddell	1,000
Bugis	1,870
Bukit Batok	1,000
Bukit Gombak	1,000
Buona Vista	1,000
Changi Airport	1,000
Chinese Garden	1,000
Choa Chu Kang	1,400
City Hall	2,300
Clementi	1,400
Commonwealth	1,000
Dhoby Ghaut	1,870
Dover	1,000
Eunos	1,000
Expo	1,000
Joo Koon	1,000
Jurong East	1,400
Kallang	1,000
Kembangan	1,000
Khatib	1,000
Kranji	1,000
Lakeside	1,000
Lavender	1,000
Marina Bay	1,000
Marsiling	1,000

MRT STATION	WEEKLY RATE (\$ per station)
Newton	1,000
Novena	1,400
Orchard	2,300
Outram Park	1,000
Pasir Ris	1,000
Paya Lebar	1,000
Pioneer	1,000
Queenstown	1,000
Raffles Place	2,300
Redhill	1,000
Sembawang	1,000
Simei	1,000
Somerset	1,870
Tampines	1,400
Tanah Merah	1,000
Tanjong Pagar	1,870
Tiong Bahru	1,400
Toa Payoh	1,400
Woodlands	1,400
Yew Tee	1,000
Yio Chu Kang	1,000
Yishun	1,400

Note:
 Sticker schemes subject to approval from authorities.

STATION STICKERS PLATFORM OR CONCOURSE LEVEL

Plasma Frame



Min ad period 2 weeks
 Screen size (mm) H520 x W920
 Plasma TV size (mm) H720 x W1150
 Estimated size & production cost \$200 per piece

CCL STATION	WEEKLY RATE (\$ per station)
Bartley	700
Bishan	1,000
Bras Basah	1,200
Dakota	700
Dhoby Ghaut	1,200
Esplanade	1,200
Lorong Chuan	700
Macpherson	700
Marymount	700
Mountbatten	700
Nicoll Highway	700
Paya Lebar	1,000
Promenade	1,200
Serangoon	1,000
Stadium	700
Tai Seng	700

Note:
 Sticker schemes subject to approval from authorities.

STATION STICKERS CONCOURSE LEVEL

Concourse Concept



Min ad period

4 weeks

MRT STATION	WEEKLY RATE (\$ per station)	MRT STATION	WEEKLY RATE (\$ per station)
Admiralty	6,000	Newton	6,000
Aljunied	6,000	Novena	8,000
Ang Mo Kio	8,000	Orchard	13,800
Bedok	8,000	Outram Park	6,000
Bishan	8,000	Pasir Ris	6,000
Boon Lay	8,000	Paya Lebar	6,000
Braddell	6,000	Pioneer	6,000
Bugis	11,000	Queenstown	6,000
Bukit Batok	6,000	Raffles Place	13,800
Bukit Gombak	6,000	Redhill	6,000
Buona Vista	6,000	Sembawang	6,000
Changi Airport	6,000	Simei	6,000
Chinese Garden	6,000	Somerset	11,000
Choa Chu Kang	8,000	Tampines	8,000
City Hall	13,800	Tanah Merah	6,000
Clementi	8,000	Tanjong Pagar	11,000
Commonwealth	6,000	Tiong Bahru	8,000
Dhoby Ghaut	11,000	Toa Payoh	8,000
Dover	6,000	Woodlands	8,000
Eunos	6,000	Yew Tee	6,000
Expo	6,000	Yio Chu Kang	6,000
Joo Koon	6,000	Yishun	8,000
Jurong East	8,000		
Kallang	6,000		
Kembangan	6,000		
Khatib	6,000		
Kranji	6,000		
Lakeside	6,000		
Lavender	6,000		
Marina Bay	6,000		
Marsiling	6,000		

Note:
Size and quantity vary by stations. Site measurements are required. Sticker schemes are subject to approval from authorities.

STATION STICKERS CONCOURSE LEVEL

Concourse Concept



Min ad period

4 weeks

CCL STATION	WEEKLY RATE (\$ per station)
Bartley	4,200
Bishan	5,600
Bras Basah	7,000
Dakota	4,200
Dhoby Ghaut	7,000
Esplanade	7,000
Lorong Chuan	4,200
Macpherson	4,200
Marymount	4,200
Mountbatten	4,200
Nicoll Highway	4,200
Paya Lebar	5,600
Promenade	7,000
Serangoon	5,600
Stadium	4,200
Tai Seng	4,200

Note:
Size and quantity vary by stations. Site measurements are required. Sticker schemes are subject to approval from authorities.

STATION STICKERS CONCOURSE LEVEL

Faregate



Min ad period

4 weeks

MRT STATION	WEEKLY RATE (\$ per station)	MRT STATION	WEEKLY RATE (\$ per station)
Admiralty	1,800	Newton	1,800
Aljunied	1,800	Novena	2,500
Ang Mo Kio	2,500	Orchard	4,030
Bedok	2,500	Outram Park	1,800
Bishan	2,500	Pasir Ris	1,800
Boon Lay	2,500	Paya Lebar	1,800
Braddell	1,800	Pioneer	1,800
Bugis	3,300	Queenstown	1,800
Bukit Batok	1,800	Raffles Place	4,030
Bukit Gombak	1,800	Redhill	1,800
Buona Vista	1,800	Sembawang	1,800
Changi Airport	1,800	Simei	1,800
Chinese Garden	1,800	Somerset	3,300
Choa Chu Kang	2,500	Tampines	2,500
City Hall	4,030	Tanah Merah	1,800
Clementi	2,500	Tanjong Pagar	3,300
Commonwealth	1,800	Tiong Bahru	2,500
Dhoby Ghaut	3,300	Toa Payoh	2,500
Dover	1,800	Woodlands	2,500
Eunos	1,800	Yew Tee	1,800
Expo	1,800	Yio Chu Kang	1,800
Joo Koon	1,800	Yishun	2,500
Jurong East	2,500		
Kallang	1,800		
Kembangan	1,800		
Khatib	1,800		
Kranji	1,800		
Lakeside	1,800		
Lavender	1,800		
Marina Bay	1,800		
Marsiling	1,800		

Note:

Size and quantity vary by stations. Site measurements are required. Sticker schemes are subject to approval from authorities.

STATION STICKERS CONCOURSE LEVEL

Faregate



Min ad period

4 weeks

CCL STATION	WEEKLY RATE (\$ per station)
Bartley	1,300
Bishan	1,800
Bras Basah	2,100
Dakota	1,300
Dhoby Ghaut	2,100
Esplanade	2,100
Lorong Chuan	1,300
Macpherson	1,300
Marymount	1,300
Mountbatten	1,300
Nicoll Highway	1,300
Paya Lebar	1,800
Promenade	2,100
Serangoon	1,800
Stadium	1,300
Tai Seng	1,300

Note:
Size and quantity vary by stations. Site measurements are required. Sticker schemes are subject to approval from authorities.

STATION STICKERS CONCOURSE LEVEL

Beam



Min ad period

4 weeks

MRT STATION	WEEKLY RATE (\$ per side)
Ang Mo Kio	1,000
Bedok	600
Bishan	800
Clementi	600
Commonwealth	600
Tampines	1,000
Toa Payoh	600
Yio Chu Kang	600

Note:

Size and quantity vary by stations. Site measurements are required. Sticker schemes are subject to approval from authorities.

Creative Buys



ESCALATOR/TRAVELATOR SIDE PANELS

Min ad period

4 weeks

MRT STATION	WEEKLY RATE (\$ per escalator)
Admiralty	700
Aljunied	700
Ang Mo Kio	900
Bedok	900
Bishan	900
Boon Lay	900
Braddell	700
Bugis	1,210
Bukit Batok	700
Bukit Gombak	700
Buona Vista	700
Changi Airport	700
Chinese Garden	700
Choa Chu Kang	900
City Hall	3,000
Clementi	900
Commonwealth	700
Dhoby Ghaut	1,210
Dover	700
Eunos	700
Expo	700
Joo Koon	700
Jurong East	900
Kallang	700
Kembangan	700
Khatib	700
Kranji	700
Lakeside	700
Lavender	700
Marina Bay	700
Marsiling	700

MRT STATION	WEEKLY RATE (\$ per escalator)
Newton	700
Novena	900
Orchard	3,000
Outram Park	700
Pasir Ris	700
Paya Lebar	700
Pioneer	700
Queenstown	700
Raffles Place	3,000
Redhill	700
Sembawang	700
Simei	700
Somerset	1,210
Tampines	900
Tanah Merah	700
Tanjong Pagar	1,210
Tiong Bahru	900
Toa Payoh	900
Woodlands	900
Yew Tee	700
Yio Chu Kang	700
Yishun	900

CCL STATION	WEEKLY RATE (\$ per travelator side)
Serangoon	2,000

Note:

Size and quantity vary by stations. Site measurements are required. Sticker schemes are subject to approval from authorities.

Creative Buys



LINKWAY

Min ad period 4 weeks

MRT STATION	WEEKLY RATE (\$ per wall)
Ang Mo Kio	8,400
Bugis	11,220
City Hall	13,800
Raffles Place	13,800
Somerset	11,220
Tiong Bahru	8,400

PLANTER

Min ad period 4 weeks

MRT STATION	WEEKLY RATE (\$ per station)
City Hall	5,750

Note:
Size and quantity vary by stations. Site measurements are required. Sticker schemes are subject to approval from authorities.

STATION STICKERS CONOURSE LEVEL

Creative Buys



ESCALATOR - AMBIENT

Min ad period 4 weeks

MRT STATION	WEEKLY RATE (\$ per wall)
Bugis	5,500
City Hall	5,750
Lavender	3,500
Orchard	5,750
Toa Payoh	3,500

Note:
Size and quantity vary by stations. Site measurements are required. Sticker schemes are subject to approval from authorities.

TRAIN



CONCEPT TRAIN

Min ad period 8 weeks

MRT TRAIN	WEEKLY RATE (\$ per train)
Interior + Exterior	8,000
Exterior only	3,000
CCL TRAIN	WEEKLY RATE (\$ per train)
Interior only	5,000
LRT TRAIN	WEEKLY RATE (\$ per train)
Exterior only	1,500



WINDOW STICKER

Min ad period 4 weeks

WINDOW STICKERS	WEEKLY RATE (\$ per train)
Double Side	4,500
72 windows per train 25% coverage per window	

Min ad period 8 weeks

WINDOW STICKERS (CCL)	WEEKLY RATE (\$ per train)
Single Side	2,400
34 windows per train 25% coverage per window	



IN TRAIN PANEL

Min ad period 4 weeks

	IN TRAIN PANEL	NO. OF PANELS	WEEKLY RATE (\$ per train)
Window Network (across train network)	Mainline/LRT	300	4,000
	KNS + CCL*	150	2,450
Whole Train (per train)	Mainline	54	3,200
	CCL	34	2,000

Note:
* 120 panels across 20 MRT trains per network and 30 panels across 10 CCL trains.



HANGERS

Min ad period 4 weeks

HANGERS	WEEKLY RATE (\$ per train)
Whole Train	8,000
20,000 hangers across 5 MRT network trains per distribution	(includes production cost)

Approval of Artwork

- 1) One coloured copy of Finished Artwork (F.A.) must be submitted to SMRT Media for approval at least 3 weeks before the commencement date of the Display. SMRT Media reserves the right to reject a F.A. which, in its opinion is objectionable, controversial or likely to elicit negative feedback from the public, or for any other reasons.

Advertising Material

- 1) All advertising materials shall meet our requirements. SMRT Media reserves the right to reject any advertising materials that do not adhere to the requirements. All CD must be submitted to SMRT Media at least 3 weeks before commencement date of the Display.
- 2) All artwork (including associated files and fonts used in the artwork) for posters shall be saved and delivered to the appointed production house in the following format:
 - a) Output: CD-ROM or DVD-ROM
 - b) Software used: Freehand MX, Illustrator CS, Photoshop CS, Indesign CS.
 - c) Scanned image should be CMYK and saved as TIF (not compressed) or EPS format or PSD format.
 - d) Minimum image requirement:
For bus, taxi, and train exterior
– min. 50 dpi on actual size
For posters, other sticker scheme
– min. 150 dpi on actual size
 - e) All files must be in layers format.
 - f) Text and layout: preferably to be done in Freehand software, converted to path.
 - g) A copy of the visual in PDF low resolution should be submitted in the CD.
- 3) For window sticker, the flip of the visual for the other side of the stickers facing the platform should be submitted.

Delivery of Advertisement Materials

- 1) All MRT posters must be delivered with proper wrapping to our warehouse 1 week before the commencement date of the Display to the following address:

Film Screen Pte Ltd

Receiving hours: 0900 to 1700hrs

Mondays to Fridays (except Public Holidays)

25A Depot Lane

#01-02

Central Warehouse Supply

Singapore 109764

Tel: 62728727

Fax: 62728727

Working Hours: 0900 to 1700 (Mondays to Fridays)

- 2) For all network bookings, 10% spare posters/panels of each network type must be provided for contingency purposes.
- 3) SMRT Media shall not be liable for any late-posting of the advertisement materials due to late delivery of the advertisement materials. The charge for displaying them shall be calculated from the commencement of the Display period.

Collection of Advertisement Materials

Advertiser shall collect all advertising materials within 14 days from the expiry of the Display Period or date of termination of the Agreement, whichever is earlier. Posters that are not collected will be disposed off accordingly.

TERMS & CONDITIONS

1. INTERPRETATION

- (a) In this Agreement, the following expressions shall have the following meanings:-
- "Advertiser"** means the person (including a body corporate or incorporate) who has entered into this Agreement with the Company and shall include his successors in title and assigns.
- "Advertising Rates"** means such rates quoted by the Company herein or otherwise for advertisement space.
- "Company"** means SMRT Investments Pte Ltd and shall include its successors in title and assigns.
- "Contract Sum"** means the total aggregate value of the contract (exclusive of all applicable taxes). For the avoidance of doubt, any deductions made by the Company pursuant to this Agreement or otherwise and/or additional payments made by the Advertiser pursuant to Clause 16 of this Agreement shall not go towards or in any way affect the computation of the total aggregate value unless the parties so consent in writing.
- "Display Period"** means the period during which the advertisement is displayed.
- "Display Timing"** means the daily timing during which the advertisement is displayed.
- "Display Commencement Date"** refers to the date from which the display of the advertisements shall commence as specified in the Order.
- "Order"** means an order for the display of advertisement space placed with the Company and/or order for production of stickers or posters.
- "Production Costs"** means all costs, charges, fees and expenses incurred for the content creation of advertisement(s) arising out of or in connection with an Order.

2. TERMS AND CONDITIONS FOR ANY ORDER

- (a) These terms and conditions shall
- be deemed to have been accepted and agreed to by the Advertiser when he places an Order; and
 - not be varied or amended without the prior written consent of the Company.
- (b) The Company shall not be bound by any terms or rates stated on or that accompany (for eg are annexed or attached to) any Order.

3. ADVERTISING AGENCIES/ MEDIA SPECIALIST

An Advertiser who is an advertising agency or media specialist shall be deemed to contract as principal with such rights and liabilities including (without limitation) full responsibility to make punctual and complete payments as required under this Agreement and full authority to approve and/or amend the advertising panels or advertising materials.

4. ADVERTISING COMMISSION

All accredited advertising agencies will be entitled to an agency commission of 15% of the Contract Sum less any such discount given by the Company to the Advertiser.

5. ADVERTISING RATES

Save for advertisements on taxis, all Advertising Rates are exclusive of the Production Costs and the cost of the advertising materials, both of which shall be borne fully by the Advertiser.

6. CHANGE OF ADVERTISING RATES AND CONDITIONS

- (a) The Company shall be entitled at any time to vary or adjust the (i) Advertising Rates and/or (ii) these terms and conditions. If the Company exercises such right, it will give written notice of such change to the Advertiser and, any such changes by the Company shall, unless the Advertiser exercises its right under Clause 6(b) below, take effect on the date specified by the Company in such written notice or four (4) weeks after service of such written notice on the Advertiser, whichever date is the later.
- (b) In the event that the Company exercises its right under Clause 6(a) to vary or adjust the (i) Advertising Rates and/or (ii) these terms and conditions, the Advertiser shall be entitled to cancel any Order it had placed with the Company prior to such changes without incurring any liability by giving the Company two (2) weeks written notice within two (2) weeks from the date of it being so informed by the Company. If the Company does not receive any such written notice from the Advertiser within the aforementioned period, the cancellation fees under Clause 10 shall be payable by the Advertiser if the Advertiser decides to make any cancellations after the aforementioned two (2) weeks

period.

7. PAYMENTS

- (a) Subject always to Clause 9 below, all other payments by the Advertiser shall be made:
- thirty (30) days after the date of the relevant invoice or by the due date specified in the Company's invoices; and
 - unless otherwise instructed in writing by the Company, by crossed cheques drawn in favour of the Company, and with the invoice number written behind such cheques if they are not accompanied by a covering letter or copy of the relevant Company's invoice.
- (b) Interest at the rate of 1% per month shall be charged by the Company for and on any and all late payments.

8. GENERAL LIEN

The Company shall be entitled to a general lien, where appropriate, on any advertising materials in the Company's possession for all sums, whether liquidated or not, due from the Advertiser to the Company.

9. UPFRONT PAYMENT

- (a) In the event that the Advertiser's registered office is not located within Singapore or the Company in its sole discretion deems necessary, the Company may request for full payment of the Contract Sum prior to the Display Commencement Date and the Advertiser shall be responsible for ensuring that the Company receives the same at least fourteen (14) days prior to the Display Commencement Date. However, in the event that the Advertiser's registered office is within Singapore, the Company may in its sole discretion, request for payment of fifty percent (50%) of the Contract Sum prior to the Display Commencement Date and the Advertiser shall be responsible for ensuring that the Company receives the same at least fourteen (14) days prior to the Display Commencement Date. In cases where the Contract Sum consists of production cost for stickers or posters the Company may request for full payment of the Contract Sum prior to the commencement of the production.
- (b) The Advertiser agrees that the Company shall have the right to, at the Company's sole discretion, use any monies paid by the Advertiser under Clause 9(a) to set-off against any amounts due and owing to the Company from the Advertiser (whether as a result of the Advertiser's breach of the terms herein or otherwise), without further reference to the Advertiser.
- (c) In the event that the Company exercises its right to make any deductions or set-off from or against any upfront payment of the Contract Sum pursuant to the terms herein, the Advertiser shall, forthwith on demand by the Company, pay the Company the full amount so deducted or offset by the Company in cash or by such other method as may be instructed by the Company in writing.

10. CANCELLATION OF ANY ORDER

- (a) Subject always to the right of the Company to allow the same at its sole discretion and without prejudice to any of the other rights and/or remedies of the Company, the Advertiser may, without prejudice to Clauses 7, 8 and 9, be entitled, to cancel any Order for advertisement space by way of written notice to the Company provided always that the Advertiser pays to the Company the following amounts for such cancellation:
- If before the Display Commencement Date, 50% of the Contract Sum should such written notice be received by the Company less than eight (8) weeks (but more than four (4) weeks) before the Display Commencement Date OR 80% of the Contract Sum should such written notice be received by the Company less than four (4) weeks before the Display Commencement Date ;
 - If after the Display Commencement date, 50% of the Advertising Rates of the remaining Display Period should such written notice be received by the Company less than eight (8) weeks (but more than four (4) weeks) before the expiry of the Display Period OR 80% of the Advertising Rates of the remaining Display Period should such written notice be received by the company less than four (4) weeks before the expiry of the Display Period.
 - all of the Production Costs incurred up to the date of cancellation; and
 - the cost of all commitments to third parties and works in progress.

- (b) Notwithstanding the aforementioned, in the event the Company exercises its right to refuse to allow the Advertiser's proposed cancellation (whether or not the Advertiser is willing to pay or has paid the abovementioned amounts), the Company shall have the right to proceed with the Order and the Advertiser shall be liable to pay the entire Contract Sum.

11. PRODUCTION OF STICKERS AND POSTERS

- (a) The Advertiser shall provide the Company with high resolution images suitable for the production of stickers and/or posters. The Company shall not be liable for any poorly produced images on the stickers and/or posters due to inappropriate resolution images provided.
- (b) The Company may submit proofs for the Advertiser's approval, should there be any alterations or changes, the Company may charge the Advertiser an additional charge.
- (c) Once the proofs are approved by the Advertiser the Company shall not bear any liability as long as the final product is produced in accordance to the approved proofs. The Advertiser acknowledges and agrees that they bear the responsibility to check on the accuracy of the artwork, images, logos or wording in the proofs.
- (d) If the Advertiser has given prior instructions to proceed without the need for their approval of the proofs, the Company shall not bear any liability for the printing outcome of the end product.
- (e) The Company shall not be responsible for any delay in the production of the Order if the delay is caused by the Advertiser or if there is any request for suspension by the Advertiser.
- (f) Notwithstanding clause 10, if the Advertiser cancels the order for production of stickers and posters before approving the proofs or before production has started, there will be no charges payable by the Advertiser except for the cost of materials which were specially purchased or ordered for this Order.
- (g) The Advertiser shall ensure that the all artwork, images, logos or wording provided by them shall not infringe any intellectual property rights of any third parties and shall indemnify the Company for any loss or damage arising out of or in relation to such infringement.

12. DISPLAY OF ADVERTISEMENTS

- (a) In the event that the Advertiser wishes to make any changes to the Display Commencement Period stated in the Order, the Advertiser may so request in writing at least four (4) weeks in advance and all such requests shall be subject to
- the Company's right to agree to such request(s) at its sole and undisputed discretion; and
 - the deduction of 20% of the Contract Sum by the Company in respect of the third and each subsequent request thereafter made by the Advertiser from any monies paid to the Company pursuant to Clause 9.
- (b) In relation to advertisements on trains and MRT/LRT stations only
- The Company shall use its reasonable endeavours to display the advertising materials on the Display Commencement Date but shall not be obliged to do the same.
 - The Company may start posting the advertising materials on the night prior to the Display Commencement Date and will complete the posting within 5 working days after the Display Commencement Date. Removal of posters will take place similarly during the allotted times prior to and after the dated fixed for the completion of any Order.
 - The Company reserves the right to unilaterally change the Display Commencement Date by giving four (4) weeks prior written notice to the Advertiser.
- (c) In relation to buses only
- The Company shall be entitled to change the routes of any of the buses, the areas or positions for the display of the advertising panels on the buses and/or the advertising materials without prior reference or notice to the Advertiser and at the Company's sole and absolute discretion.
 - The Company shall be entitled to change the Display Period without prior reference or notice to the Advertiser. While the Company shall use reasonable endeavours to display the advertisement panels or materials supplied by the Advertiser during the Display Period, the Advertiser agrees and accepts that the Company shall not be obliged to do the same.

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- (iii) On the Display Commencement Date, only 50% of the agreed number buses in the Order will have the advertising material displayed on them. The remaining buses will have the advertising material displayed on them after the Display Commencement Date.
- (d) In relation to taxis only
 - (i) The Company shall be entitled to change the dates of the Display Period, the positions for the display of advertising panels and/or the advertising materials without prior reference or notice to the Advertiser and at the Company's sole and absolute discretion.
 - (ii) On the Display Commencement Date, only 50% of the agreed number taxis in the Order will have the advertising material displayed on them. The remaining taxis will have the advertising material displayed on them after the Display Commencement Date.
- (e) In relation to mobile platforms and the iViewSMRT only
 - (i) The Company shall be entitled to change the location of any of the iViewSMRT, the dates of the Display Period, the Display Timing, the position of the display of any of the advertisements and/or the advertising materials without prior reference or notice to the Advertiser and at the Company's sole and absolute discretion.
 - (ii) The Advertiser acknowledges that the Company shall have the right at all times to, without prior notice or reference to the Advertiser, stop, suspend or disrupt any of the advertisements displayed on the iViewSMRT (whether the advertisement is playing midway or otherwise).
 - (iii) The Advertiser acknowledges that the Company does not guarantee the smooth running or the quality of the display of any advertisements on the iViewSMRT, and that such display may be affected (negatively) or marred (completely) by various disruptions (audio or visual) such as station announcements or emergency/safety messages.
 - (iv) In the event that the Advertiser decides to purchase the services of any third party in relation to advertising on mobile platforms and as promoted, operated, offered or marketed by the Company to the Advertiser, the Advertiser agrees that it shall abide by the terms and conditions dictated by such third party for such services and that the Company shall not be liable or accountable in any way for the performance, non-performance or standard of performance of such services.

13. APPROVAL OF ADVERTISING MATERIALS & COMMENCEMENT OF DISPLAY CHARGE

The Advertiser must obtain the Company's written approval of the advertising materials (including but not limited to video clips, television commercial clips and static posters) at least four (4) weeks before the Display Commencement Date. Notwithstanding any delay or withholding of such written approval by the Company, the Advertiser shall be liable to pay for the display of advertising materials from the commencement date of this Agreement.

14. SUPPLY OF ADVERTISING MATERIALS

Once the Company has given its written approval of the advertising materials, the Advertiser shall supply and deliver all advertising materials at its own expense to the Company at least fourteen (14) days before the Display Commencement Date. Such delivery shall be addressed and delivered to the Company at its current address or to such other address or addresses as the Company shall specify.

15. COMPLIANCE WITH SPECIFICATIONS

All advertising materials supplied to the Company by the Advertiser shall comply with such specification and requirements of the Company as may be varied by it without prior written notice or reference to the Advertiser from time to time.

16. LATE OR NON-DELIVERY

Notwithstanding any late delivery or non-delivery of such advertising materials, the charge for displaying them shall be calculated from the commencement of the Display Period without the Company being liable for any delays arising from such late delivery or non-delivery. During any period of non-display of advertising materials, the Company shall have the absolute right to display any other advertising materials as it deems fit.

17. CHANGE OF ADVERTISING MATERIALS

- (a) No additional charges will be imposed if the Advertiser requests for a change of advertising materials after the current advertisement has met the relevant minimum display duration as stipulated in sub-clause (b) below. In the event that the Advertiser requires a change of advertising materials before the minimum display duration is met, the Advertiser shall pay the Company the relevant additional nominal charges as stipulated in sub-clause (b) below.

Media Type	Minimum display duration for current advertisements	Charge per change
Train Panel	4 weeks	\$5 per panel
4 Sheet Poster	4 weeks	\$20 per poster
12 Sheet Poster	8 weeks	\$50 per poster
Bulkhead	26 weeks	\$100 per poster
Showcase	4 weeks	\$50 per poster
Concourse Lightbox	8 weeks	\$50 per poster
Escalator Crowns	4 weeks	\$15 per poster
Bus Rear/ Interior Panel	3 months	\$30 per panel
Mobile Platforms	2 weeks	Subject to changes requirement
Digital Multimedia (eg iViewSMRT, PlasmaTV)	2 weeks	\$50 per TVC clip

- (b)
- (c) The Advertiser shall give the Company at least four (4) weeks' prior written notice for a change of advertising materials.
- (d) The Company will use reasonable efforts to complete the change of advertising materials within 10 days where no additional charge is imposed and within 5 days where additional charge is imposed.
- (e) Notwithstanding Clause 16(a) and Clause 16(d) above, in the event that the Advertiser requests for a change or touch-up or repair of the advertising materials and during the period of such change, touch-up or repair the relevant bus(es), train(s) and/or taxi(s) are not in operation ("Downtime"), the Advertiser shall pay to the Company the following additional charges within 30 days of the Advertiser's request:

	Downtime
Wholly Painted Bus	\$600 per bus per day
Full Rear/Side Advertisement	\$300 per bus per 4 hours
Wholly Painted Taxi	\$200 per day per taxi
Taxi Door	\$200 per day per taxi
Taxi Top	\$200 per day per taxi
Concept Trains	\$1,000 per day per train
Train Window Stickers	\$500 per half day per train

18. LIABILITY

- (a) The Company shall not be liable for (i) any loss of or damage to advertising materials supplied to the Company; (ii) any non-display, late display or incorrect display of advertisements for whatsoever reason, and/or (iii) the display of any damaged advertising materials, whether or not the Company was negligent.
- (b) The Company shall have the right, after giving the Advertiser reasonable notice, (i) to cancel any Order or (ii) to alter the position of or withdraw temporarily or permanently any item of advertising media for operational, aesthetic or other reasons and no claims of any nature shall be made against the Company in respect thereof.
- (c) The Company shall not be liable or in any way responsible to the Advertiser nor shall the Advertiser have any claim against the Company in respect of any damage or loss howsoever caused, and including but not limited to disruption or loss of business, or access, inconvenience,

costs and expenses arising out of any works carried out to, on or in the vicinity of the Station, including works carried out by any third party, which impacts (including but not limited to the obstruction or destruction of) the Advertisements or the Display of Advertisements.

- (d) The Company shall also not be liable or in any way responsible to the Advertiser nor shall the Advertiser have any claim against the Company in respect of any cost, expense, damage or loss arising out of or related to or in connection with (i) the removal or discontinuance (by the Company or its authorized representative) of any display of any advertising materials or (ii) the cancellation of any Order at the request, directions, instructions or order of any statutory body or relevant authority, such as but not limited to the Land Transport Authority of Singapore. For the avoidance of doubt, the Company shall not be obliged to give any prior notice to the Advertiser of the Company's intention to remove or discontinue the display of any such advertising materials or its intention to cancel any Order under this Clause.
- (e) Notwithstanding any other provision contained herein,
 - (i) In no event will the Company be liable for any special, indirect, incidental or consequential damages (including without limitation any losses or damages resulting from loss of use or profits and/or loss of revenue arising out of or connected with this Agreement) even if the Company has been advised of the possibility of such losses or damages. This limitation will apply regardless of the form of action brought against the Company;
 - (ii) Under no circumstances whatsoever shall the Company's total and cumulative liability for all losses or damages arising out of or in connection with this Agreement or the termination of this Agreement exceed the maximum aggregate amount of 20% of the Contract Sum.

19. COMPANY'S RIGHT TO REFUSE OR DISCONTINUE DISPLAY OF ADVERTISING MATERIALS

- (a) The Company shall be entitled to, without prior notice or reference to the Advertiser and without incurring any responsibility or liability on the part of the Company, refuse to accept or discontinue or remove the display of any advertisement panels or advertising materials supplied to it by the Advertiser if:
 - (i) in the Company's opinion, they are objectionable, inappropriate, likely to cause offence, damaged, defaced, or unsuitable for any reason;
 - (ii) the Advertiser is in breach of Clauses 7 and/or 9;
 - (iii) the advertisements do not comply with the specifications stipulated by the Company pursuant to Clause 14;
 - (iv) the advertisements or the Advertiser do/does not comply with the relevant provisions of Clause 20; or
 - (v) any statutory body or relevant authority so requests, directs, instructs or orders (and the Advertiser acknowledges that in such case, it shall not make any claims against such statutory body or relevant authority and the Company shall not be liable or in any way responsible to the Advertiser).
- (b) The Advertiser acknowledges that the exercise by the Company of its right under Clause 18(a) is without prejudice to the Company's right to recover any sums of money that are owing by the Advertiser to the Company.

20. COLLECTION OF ADVERTISING MATERIALS AFTER THE EXPIRY OR TERMINATION OF THIS AGREEMENT

- (a) The Advertiser shall collect all advertising materials supplied to the Company within 14 days from the expiry of the Display Period or date of termination of this Agreement, whichever is earlier. In the event of late collection or non-collection of such advertising materials, the Company shall:
 - (i) not be liable to return them after they have been displayed; and
 - (ii) be entitled to destroy or dispose of them in any manner as it deems fit without any liability whatsoever.

21. STATUTORY REQUIREMENTS

- (a) The Company shall comply with all statutory and regulatory requirements, instructions and/or directions concerning the use of any site for the display of advertisements. The Advertiser shall be responsible and shall indemnify the Company fully for and against any liability, loss or damage arising out of or in connection with or related to the advertisements (or the subject matter or content thereof).

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- (b) The Advertiser warrants and undertakes that-
- (i) all advertising materials comply with all statutory, regulatory and other legal requirements and provisions, including but not limited to the Code of Advertising Practice laid down by the Advertising Standards Authority of Singapore;
 - (ii) all necessary consents, licences and payments for use of any intellectual property, material or appearance of any person in the advertising materials have been obtained or made;
 - (iii) it shall comply with its obligations herein; and
 - (iv) the Advertiser shall keep the Company fully indemnified against all claims, liabilities, actions, demands, damages, losses, costs and expenses of whatever nature and howsoever caused including (without limitation) claims of defamation, infringement of copyrights, trade marks or any non-compliance with applicable statutory or other regulatory requirements.

22. FORCE MAJEURE

The Company shall not be obliged to perform any of its obligations under this Agreement and/or be deemed to be in breach of this Agreement by reason of its failure to perform its obligations due to any cause or causes beyond its control (an event of "Force Majeure"). Without prejudice to the generality of the foregoing, the following shall be regarded as such causes:

- (i) acts of God, lighting, floods, fire, explosion, tempest or accident;
- (ii) nationalisation, expropriation, acts of war, terrorism, civil interest, riots, strikes or nuclear fission; and;
- (iii) any other circumstances beyond the control of the quality workshop including without limitation, outbreak of epidemics and infectious diseases such as severe acute respiratory syndrome, bird flu, plagues, quarantine restrictions.

23. ASSIGNMENT

The Advertiser shall not assign his rights and obligations in whole or in part under this Agreement without the prior written consent of Company. The Advertiser agrees and accepts that the Company shall be entitled to assign its rights and obligations in whole or in part under this Agreement without requiring the Advertiser's consent.

24. RENEWAL

The Company may give priority to any Orders which are bookings for renewal of existing advertisements made by the Advertiser in writing received at least four (4) weeks before the expiry of the Display Period. For the avoidance of doubt, the Advertiser accepts and agrees that in any event, such renewals are not guaranteed by the Company.

25. SUSPENSION

Without prejudice to the Company's rights specified in Clause 18, it shall be entitled to suspend the display of any advertisements under any Order without prior reference or notice to the Advertiser if the Advertiser is in breach of Clauses 7 and/or 9. Remounting of suspended advertising materials will be subject to additional charges as specified in Clause 16 for change of advertising materials.

26. TERMINATION

- (a) If at any time
- (i) any lawful authority shall lawfully withdraw, or refuse to renew any consent previously given, or shall require the Company to remove any advertisements; or
 - (ii) the Advertiser shall become bankrupt or go into liquidation or the Company is of the opinion that the Advertiser is or will be in financial difficulties; or
 - (iii) a receiver shall be appointed of the whole or any part of the Advertiser's undertakings; or
 - (iv) the Advertiser breaches its obligation(s) under Clauses 7 and/or Clause 9 of the Agreement (and such breach of Clause 9 shall be deemed as one which is incapable of being remedied); or
 - (v) subject to Clause 26(a)(iv) above, there shall have been a breach by the Advertiser of any of these terms and conditions and in the case of a breach capable of being remedied, where such breach shall not have been remedied within 10 days of a written request to remedy the same,

then the Company shall be entitled to terminate the Agreement forthwith in whole or in part by notice in writing without incurring any responsibility or liability

on the part of the Company and without prejudice to its rights to recover whatever sums of money that are owing by the Advertiser or any other rights that it may be entitled to hereunder, at law or in equity. All accrued rights or liabilities of either party and any provision which is expressly or by implication intended to come into or continue in force on or after such termination shall not be affected.

- (b) In the event that the land in the vicinity of the MRT Station and/or the MRT Station or parts thereof is developed, redeveloped, renovated, retrofitted or upgraded, the Company shall be entitled to
- (i) relocate the advertising materials to another part of the MRT Station as the Company in its sole discretion shall decide; without prior notification to the Advertiser and/or
 - (ii) delay the display of the advertising materials for such a period as solely determined by the Company, whether or not notice to the Advertiser is given; and/or
 - (iii) terminate this Agreement by giving the Advertiser at least 7 days notice in writing to that effect.

The Company shall not be liable to anyone for any damages, losses, costs and/or expenses or for any compensation or reimbursement or refund of any monies howsoever arising out of or in connection with any of the above-mentioned rights so exercised by the Company in its sole and undisputed discretion.

27. NOTICES

Any notice given hereunder may be delivered or sent by hand or by post or by facsimile and shall be deemed to be served if sent by hand at the time of delivery and if sent by post to the address of the party to be served as specified on the Order or such other address as may be notified in writing from time to time 48 hours after posting and if sent by facsimile to the facsimile number of the party to be served as specified on the Order or such other facsimile number as may be notified in writing from time to time at the time of transmission provided the confirmation copy is sent by post.

28. SEVERANCE

The various clauses and sub-clauses of this Agreement are severable and if any provision is held to be invalid or unenforceable by any court of competent jurisdiction then such invalidity or unenforceability shall not affect the remaining provisions of this Agreement which shall remain in full force and effect.

29. WAIVER

The failure by the Company to enforce at any time or for any period any one or more of the terms and conditions of this Agreement shall not be a waiver of them or of the right at any time thereafter to enforce all terms and conditions of this Agreement.

30. ENTIRE UNDERSTANDING

This Agreement constitutes the entire understanding of the parties and supercedes all prior written or oral proposals of agreement between the parties pertaining to the subject matter.

31. GOVERNING LAW

This Agreement shall be governed by and interpreted in accordance with the laws of the Republic of Singapore and the parties hereby submit to the non-exclusive jurisdiction of the Singapore courts.



SMRT takes corporate citizenship seriously and we endeavour to do our part to protect the environment.

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Media

Creating Possibilities, Inspiring Always