

#XCOinfluencer

XTRAORDINARY PACKAGE 18/19



XCO

THE X COLLECTIVE

OUR #XCOinfluencer XTRAORDINARY PACKAGE

 3 million

 2,200
Billboards  106
Stations  262
Trains

 TRAIN Packages	04 – 06
 STATION Package	08
 BUS Packages	10 – 11
 OptiMAX™ TRUCK Package	13
 DIGITAL OUTDOOR SCREEN Package	15
 Annex A	16
 Terms & Conditions	17
 Contact	18



TRAIN Packages

- In-Train Panels
- Window Stickers





TRAIN Package 1

WINDOW STICKERS & iVIEW

 > 4 Weeks

2 ML + 2 CCL + 200 iVIEW

- > 2 ML (Whole Train)
- > 2 CCL (Whole Train)

\$44,000

Usual Price: ~~\$80,800~~



PACKAGE EXTENSION

 > 2 Weeks

- No change in creative
- Subject to additional production cost if there is a change in creative

\$19,200

#XCOinfluencer Xtraordinary Package 18/19 price includes production unless otherwise stated. Maximum 25% coverage per train window. Maximum of 4 designs per placement. Creative not inclusive. No AC for production cost.

ML: Main Line CCL: Circle Line



TRAIN Package 2



IN-TRAIN PANELS & WINK+ PLAY SURVEY with analysis by Nielsen Singapore

> 4 Weeks
(2 Weeks WINK+ Play Survey)

ML + CCL Network (510 Panels) & 3 Survey Qns

- > In-Train panels x 80 ML (480 panels)
- > In-Train panels x 10 CCL (30 panels)
- > WINK+ Play Survey (3 qns x 300 responses)
 - Set up fee
 - Questionnaire design (3 qns)
 - Hosting of the questions and collection of data
 - 4,500 WINK+ points to reward x 300 respondents
 - Delivery of AC Nielsen report in PowerPoint format
 - Logo exposure on WINK+ app
 - 2,580 WINKs for users to redeem
 - Marketing support: x1 EDM, x1 Facebook Post

\$24,000

Usual Price: ~~\$40,090~~



PACKAGE EXTENSION

- > 2 Weeks
- No change in creative
 - Excludes WINK+ Play survey

\$7,000

#XCOinfluencer Xtraordinary Package 18/19 price includes production unless otherwise stated. Maximum 3 designs per placement. Creative not inclusive. No AC for production cost.



TRAIN Package 3



IN-TRAIN PANELS & WINK+ PLAY SURVEY with analysis by Nielsen Singapore



> 4 Weeks

(2 Weeks WINK+ Play Survey)

5 x ML (Whole Train)

- > In-Train panels x 5 ML (54 panels in a train)
- > WINK+ Play Survey (3 questions x 300 responses)
 - Set up fee
 - Questionnaire design (3 qns)
 - Hosting of the questions and collection of data
 - 4,500 WINK+ points to reward x 300 respondents
 - Delivery of AC Nielsen report in PowerPoint format
 - Logo exposure on WINK+ app
 - 2,580 WINKs for users to redeem
 - Marketing support: x1 EDM, x1 Facebook Post

\$16,000

Usual Price: ~~\$30,090~~



PACKAGE EXTENSION



> 2 Weeks

- No change in creative
- Subject to additional production cost if there is a change in creative.
- Excludes WINK+ Play Survey

\$4,100

#XCOinfluencer Xtraordinary Package 18/19 price includes production unless otherwise stated. Maximum 3 designs per placement. Creative not inclusive. No AC for production cost.



STATION Package

- Platform Screen Doors





STATION Package



PLATFORM SCREEN DOORS & WINK+ POP UP BANNERS

 > 4 Weeks

**2 ML (Hubs) +
2 CCL (Lifestyle / Hubs)**

- › WINK Pop-up Banner Package
 - 7 days QR code islandwide scan
 - Banner ad and logo exposure on app
 - 120 WINKs

\$48,000

Usual Price: ~~\$101,000~~



PACKAGE EXTENSION

 > 2 Weeks

- No change in creative
- Subject to additional production cost if there is a change in creative
- WINKs will be pro-rated

\$18,700

#XCOinfluencer Xtraordinary Package 18/19 price includes production unless otherwise stated. Creative not inclusive. Refer to Annex A for list of stations (excluding Serangoon CCL stations). No AC for production cost.

ML: Main Line CCL: Circle Line



BUS Packages

- Single Wrap Bus
- Double Wrap + eLumiNEX™ Bus



BUS Package 1

SINGLE WRAP BUS

 > 8 Weeks

- > 3 x 12-m (Premium/Cosmo)
- > 7 x 12-m (Lifestyle/Hubs)

\$33,000

Usual Price: ~~\$46,200~~



PACKAGE EXTENSION

 > 4 Weeks

- No change in creative
- Subject to additional production cost if there is a change in creative

\$9,300

#XCOinfluencer Xtraordinary Package 18/19 price includes production unless otherwise stated. Creative not inclusive. 2 sides + rear only. Visuals to comply with LTA's regulation allowing body-painted advertisement to cover only 2/3 of the bus area. No AC for production cost.



BUS Package 2

DOUBLE WRAP + eLumiNEX™ BUS

 > 8 Weeks

- > 3 x DD Bus (Lifestyle/Hubs)
- > 1 x DD Bus (Premium/Cosmo)
- > 1 x DD eLumiNEX™ Bus (Premium/Cosmo)

\$38,000

Usual Price: ~~\$61,600~~



PACKAGE EXTENSION

 > 4 Weeks

- No change in creative
- Subject to additional production cost if there is a change in creative

\$11,500

#XCOinfluencer Xtraordinary Package 18/19 price includes production unless otherwise stated. Creative not inclusive. 2 sides + rear only.

Visuals to comply with LTA's regulation allowing body-painted advertisement to cover only 2/3 of the bus area. Images used here are for illustration purpose only.

No AC for production cost.



OptiMAX TRUCK Package





OptiMAX TRUCK Package

OptiMAX TRUCK (3 Trucks with Exterior Advertising)

> 4 Weeks

- > 3 x OptiMAX Trucks
- > Exterior advertising

\$35,000

Usual Price: ~~\$67,200~~

(Excludes creative and event concept)

PACKAGE EXTENSION

> 1 Week

- No change in creative
- Subject to additional production cost if there is a change in creative

\$6,800



#XCOinfluencer Xtraordinary Package 18/19 price includes production unless otherwise stated. Creative not inclusive. EXTERNAL WRAP ONLY. Excludes ERP charges. Production cost for the external wrap is indicative only and depends on creative execution. Routes subject to approval from LTA. No AC for production cost.



DIGITAL OUTDOOR SCREEN

Package



DIGITAL OUTDOOR SCREEN Package

FULL DAY PACKAGE

Digital Outdoor iBillboards + iView + Vending Machines (15 sec spot)

4 Weeks

- 4 x Digital Outdoor iBillboard (Wisma Atria, Wilkie Edge, Bugis, Bugis+) 15sec spot (Full Day)
- iView SMRT 15sec spot (Full Day)
- Vending Machines 15sec spot (Full Day)

\$22,000

Usual Price: ~~\$64,600~~



PACKAGE EXTENSION

2 Weeks

- No change in creative
- Subject to additional production cost if there is a change in creative

\$11,000

#XCOinfluencer Xtraordinary Package 18/19 price not inclusive of creative. 1 visual per 4-week campaign. Client to provide video/static clip for uploading. No AC for production cost.



ANNEX A

> MAIN LINE

HUBS:

Admiralty*	Lakeside*
Aljunied*	Lavender
Braddell	Marina Bay
Bukit Batok*	Marina South Pier
Bukit Gombak*	Marsiling*
Buona Vista*	Newton
Changi Airport	Pasir Ris*
Chinese Garden*	Pioneer*
Commonwealth*	Queenstown*
Dover*	Redhill*
Eunos*	Sembawang*
Expo*	Simei*
Joo Koon*	Tanah Merah*
Kallang*	Tiong Bahru
Kembangan*	Yew Tee*
Khatib*	Yio Chu Kang*
Kranji*	

> CIRCLE LINE

HUBS:

Bartley^
 Botanic Gardens
 Caldecott
 Dakota
 Farrer Road
 Haw Par Villa
 Labrador Park
 Lorong Chuan
 MacPherson
 Marina Bay^
 Marymount
 Mountbatten
 Nicoll Highway
 one-north^
 Pasir Panjang
 Tai Seng
 Telok Blangah

LIFESTYLE:

Buona Vista
 Kent Ridge
 Paya Lebar^



ANNEX B

	Package	AC (Agency Comm.)
	Train Package 1	\$5,784
	Train Package 2	\$2,733
	Train Package 3	\$1,865
	Station Package	\$5,543
	Bus Package 1	\$2,846
	Bus Package 2	\$3,533
	Optimax Truck Package	\$4,103
	DOS Package	\$3,300



TERMS & CONDITIONS

PACKAGE CONDITIONS

- › Packages must be booked for/by same client in ONE (1) contract.
- › Packages may be utilised for different campaign dates and different products as long as campaign (including extension) commences within #XCOinfluencer Xtraordinary Package 18/19 validity period.
- › Discount is not applicable to any Extension of Standard Package.
- › Additional production cost will be incurred if there is a change in creative/campaign extension. All campaign extensions must commence within package validity period.
- › Client is allowed to extend campaign for up to a maximum of four (4) weeks.

GENERAL TERMS & CONDITIONS

- › Packages are applicable to all advertisers. Duration stated in package cannot be pro-rated.
- › Package prices are valid from 1 November 2018 to 30 April 2019 based on campaign commencement date.
- › All extensions must commence within package validity period.
- › Agency commission is applicable to all packages unless otherwise stated.
- › Packages are subject to prevailing terms and conditions in standard agreement.
- › All media bookings made prior to launch of this package cannot be converted to #XCOinfluencer Xtraordinary Package 18/19 prices. All creative visuals are to be supplied by clients in the required formats.
- › All package prices are inclusive of production costs unless otherwise stated.



THE X COLLECTIVE

#XCOinfluencer

XTRAORDINARY PACKAGE 2018

Speak to your dedicated Account Manager today:

 **6338 2583 / 6331 1373 / 6331 1358**

 **hello@xco.sg**