

# OOH Media

ADVERTISING RATE BOOK

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# Media Cost

## DIGITAL SCREENS

Locations		No. of Screen	Operation & Frequency / Screen	Media Cost (30-sec)
Chinatown Point	Outdoor	1	9am – 11pm 6 Spots / Hour (10min Loop), 84 Spots Daily	\$15,000 / 4 Weeks
	Indoor (Level 2 & 4)	2		
Bugis Street	Outdoor	2	9am – 11pm 6 Spots / Hour (10min Loop), 84 Spots Daily	\$15,000 / 4 Weeks
	Indoor (Level 1 & 3)	6		
Jcube	Outdoor	1	9am – 11pm 6 Spots / Hour (10min Loop), 84 Spots Daily	\$10,000 / 4 Weeks
Junction 8	Outdoor	1	9am – 11pm 6 Spots / Hour (10min Loop), 84 Spots Daily	\$12,000 / 4 Weeks
Orchard Gateway	Outdoor	1	9am – 11pm 6 Spots / Hour (10min Loop), 84 Spots Daily	\$15,000 / 4 Weeks
Orchard Tower	Outdoor	1	9am – 11pm 6 Spots / Hour (10min Loop), 84 Spots Daily	\$12,000 / 4 Weeks
The Star Vista	Outdoor	1	9am – 11pm 6 Spots / Hour (10min Loop), 84 Spots Daily	\$10,000 / 4 weeks
	Indoor (Lift Lobby)	12		
IFLY	Outdoor	1	9am – 11pm 6 Spots / Hour (10min Loop), 84 Spots Daily	\$10,000 / 4 weeks
Waterway Point	Indoor	4	9am – 11pm 6 Spots / Hour (10min Loop), 84 Spots Daily	\$15,000 / 4 weeks
ESR BizPark (@ Changi)	Indoor	2	7am – 9pm 6 spots/Hour (10min Loop), 84 spots Daily	\$10,000 / 4 weeks

**Note:**

- 1. Weekly cycle for Digital Screens from Thursday to Wednesday
- \*\*\$350 for Out of Norm in charge Day
- \*\*\$300 per additional Visual and \$300 for Weekly change of Visual
- \*\*Non-Commercial buy \$80/30secs. Minimum buy 5mins @\$800

# Media Cost

## STATIC AD PANELS

Media Type		No. of Units	Media Cost	Production Cost + Other Cost
Chinatown Point - Static B	Outdoor	1	\$40,000 / 4 Weeks	\$40,000^
Bugis Street - Screen Wrap	Outdoor	1	\$20,000 / 4 Weeks	\$12,000^

- Minimum booking of ad period of 12 weeks.

*^Production cost + Other cost based on 12weeks of ad period, cost vary if ad period more than 12weeks*

**Note:**

1. All production cost + other cost quoted above is an estimation, cost may be vary subject to final artwork/concept
2. All production undertaken by Mediacorp

## TRANSIT

On-The-Move-Billboard	No. of Trucks	Media Cost (For Exterior Only)	Production Cost (For Exterior Only^^; Excludes Top & Cab; One-Time 4-Color Print)
Rental 10ft	1	\$15,800 / 4 Weeks	\$3,600
Rental 15ft	1	\$18,800 / 4 Weeks	\$3,600
Rental 24ft	1	\$23,800 / 4 Weeks	\$3,600

- FA template will be furnished upon confirmation.
- On-the-move billboard standard operation hours = 9am – 6pm (8 hours, 6 days / week). Operation after 6pm is subject to approval. Additional surcharge of \$500/hour applies.

*^For Interior rental: additional 25% on top of exterior media rental will be imposed (Subject to relevant authority's approval)*

*^^Subjected to availability of the truck. Final artwork and routes are subjected to relevant authority's approval. Additional costs such as ERP and (or) parking charges and venue charges may apply.*

**Note:**

1. All production undertaken by Mediacorp

# Media Cost

## OTHERS

Pop Up Box - Container	No. of Activation / Location (Container)	Media Cost	Production Cost (For Exterior Wrap only)
Rental 1 x 20 ft Container	2 locations	\$18,800	\$2,000 / Container
	4 locations	\$21,800	
	6 locations	\$24,800	
	8 locations	\$27,800	
Rental 1 x 20 ft Container with Top Platform & Staircase	2 locations	\$30,800	\$2,000 / Container
	4 locations	\$38,800	
	6 locations	\$45,800	
	8 locations	\$51,800	

- The number of Venue Activation is per location basis, regardless to the number of activation days on the same location.
- Container include Air-con, lightings, a Generator set, 1 x power socket.
- Rate does not include rental of venue space and other licences fee.
- 3 types of Containers : Retail Concept, Food & Beverage Concept & Large Event Concept.
- FA template will be furnished upon confirmation.

# Submission Deadlines & Technical Specifications

## COPY DEADLINES

1. All advertising materials must be submitted to Commercial Operations (OOH) as below:

OOH Media	Booking Deadline	Material Deadline
Digital Screens	2 Weeks in Advanced of Campaign Commence Date	2 Weeks Prior to Campaign Commence Date
Static Ad Panels (Chinatown Point & Bugis St)	8 Weeks in Advanced of Campaign Commence Date	At Least 6 Weeks Prior to Campaign Commence Date
Transit (On-the-move-Billboard)	6 Weeks in Advanced of Campaign Commence Date	At Least 4 Weeks Prior to Campaign Commence Date
Transit (Pop-Up Box -Container)	6 Weeks in Advanced of Campaign Commence Date	At Least 4 Weeks Prior to Campaign Commence Date

2. All advertising materials must be vetted by Commercial Operations (OOH), and where required, approval from the relevant authorities obtained before production.

## TECHNICAL SPECIFICATIONS

Digital Screens Locations		Display Size [millimeter] (W) x (H)	File Format		Resolution [Pixels] (W) x (H)	Aspect Ratio	Remarks
Chinatown Point	Outdoor	11520 x 6720	TVC / Digital Static	Still Image : JPEG, PNG  Video : MP4 H.264	HD 720P 1280 x 720	Landscape 16 : 9	PAL Frame Rate at 25fps Video-Bit-Rate 2.5Mbps  Audio in Stereo (2 channels) Bitrate at 128kbps 16bits/48kHz sampling
Junction 8		6656 x 3072					
Orchard Gateway		6400 x 2880					
Orchard Tower		6000 x 3000					
The Star Vista		4800 x 2880					
Bugis Street		5120 x 3072					
JCube		14000 x 9000			XGA 1024 x 768	Landscape 4 : 3	
IFLY		4380 x 4400					
ESR BizPark @ Changi - Curved Screen @ MRT Entrance	Indoor	9216 x 2560			2304 x 576	Ultra wide 4 : 1	
ESR BizPark @ Changi - Screen @ Escalator		4000 x 2400			FHD 1080p	Landscape 16 : 9	
Waterway Point @ Punggol - BoardWalk	Indoor	2000 x 4000	256 x 512	Portrait 1 : 2	Frame Rate at 25fps Video-Bit-Rate 1.5Mbps NO AUDIO		
Waterway Point @ Punggol - Event Square (2 screens)		1500 x 3000	192 x 384				
Waterway Point @ Punggol - Market Square		2000 x 5000	256 x 641	Portrait 2 : 5			

# Submission Deadlines & Technical Specifications

## STATIC AD PANELS

Static Locations		Light-Box Size [millimeter] (W) x (H)	Material Size [millimeter] (W) x (H)	Display Size [millimeter] (W) x (H)	Bleed Size [millimeter] (Top)	Bleed Size [millimeter] (Left & Right)	Bleed Size [millimeter] (Bottom)
Chinatown Point - Static B	Outdoor	15460 x 10580	15170 x 10320	15090 x 10240	-	-	-
Bugis Street - Screen Wrap	Outdoor	-	To Be Advised	To Be Advised	-	-	-

- RESOLUTION: MIN. 300 DPI
- FILE FORMAT: Illustrator, Photoshop, InDesign. Save in Layers

## ON THE MOVE BILLBOARD

Static Locations	Truck Size [millimeter] (L) x (W) x (H)
10 Footer	4,760 (L) x 1,800 (W) x 2,850 (H)
15 Footer	6,443 (L) x 2,280 (W) x 3,200 (H)
24 Footer	9,790 (L) x 2,500 (W) x 3,660 (H)

# OOH Media Terms & Conditions

## OUT-OF-HOME ADVERTISING PLATFORMS, SPACES AND SURFACES

1. Unless otherwise stated, all capitalised terms used herein shall have the same meanings as defined in the General Terms and Conditions set out at Mediacorp's website at URL: <http://www.mediacorp.sg/en/advertising/advertiser-resources/rate-card> (as may be amended from time to time).
2. This advertising agreement is subject to the policies of the respective owners (the "Owners") of the out-of-home platforms, spaces and other surfaces ("OOH Medium"), and any changes made to such policies.
3. All advertising and programme materials (hereinafter referred to as the "advertising materials") submitted to Mediacorp for airing or display on the OOH Medium shall not:
  - a) infringe the copyright or other rights of any person/ firm/ company;
  - b) contain false or unwarranted claims for any product or service and/or defamatory statements;
  - c) contain material that has not been approved for display or telecast by the relevant authorities, including the Singapore Board of Film Censors, Advertising Standards Authority of Singapore, Building and Construction Authority, or Land Transport Authority; or
  - d) in Mediacorp's opinion, be immoral, indecent or obscene in nature or racially or religiously offensive to the public.

Buyer shall have at its own expense obtained all necessary rights and clearances for the use of any material comprised within the advertising materials, including without limitation, in respect of the synchronization, use and public performance of any music, lyrics and sound recordings. In the event that the necessary rights and clearances have not been obtained prior to the start of the Campaign Period, Mediacorp shall have the right to postpone the Campaign Period or to terminate this advertising agreement. Upon termination, Mediacorp shall only be liable to refund the charge for any prepaid fee in respect of the unaired or undisplayed advertising materials, and Mediacorp shall be discharged from its obligations.

Buyer shall keep Mediacorp and the Owners indemnified against all claims, legal actions, suits, settlements, demands, losses and expenses (including legal fees on a full indemnity basis) and any goods and services tax or other tax or duty incurred or suffered by Mediacorp and/or the Owners in respect of the advertising

materials supplied by the Buyer for airing or display on the OOH Medium. Buyer shall submit to Mediacorp all cue sheets providing of all music and/or other materials synchronized in the advertising materials.

4. a) For Digital Advertisements:  
Any advertising materials supplied by Buyer shall be delivered to Mediacorp at Buyer's sole cost and risk at least two (2) weeks prior to the commencement of the Campaign Period (or such period as may be specified by Mediacorp). Mediacorp reserves the right to impose a fee of at least S\$150 for any late submission of such materials. The advertising materials must be supplied in such format as may be specified by Mediacorp. Additional costs will be levied for conversion if the advertising materials are not supplied in the prescribed format. All advertising materials shall not be returned to the Buyer.
- b) For Non-Digital Advertisements:  
Any advertising materials supplied by Buyer shall be delivered to Mediacorp at Buyer's sole cost and risk at least six (6) weeks prior to the commencement of the Campaign Period (or such other period as may be specified by Mediacorp). The advertising materials must be supplied in such format as may be specified by Mediacorp. Additional costs will be levied for conversion if the advertising materials are not supplied in either aforesaid format. All advertising materials shall not be returned to the Buyer.
5. Bookings are made on a first come, first served basis and are subject to availability.
6. Mediacorp reserves the right to refuse to display or air any advertising materials (or continue to display or air such advertising materials) submitted by Buyer without assigning any reason notwithstanding:
  - a) the acceptance of payment/ part payment of the fees; or
  - b) that such matter or material has been in part displayed / aired or that some instalments or items thereof have been displayed / aired in part.

In this circumstance, Mediacorp shall only be liable to refund the charge for any prepaid fee in respect of the unaired or undisplayed advertising materials, and Mediacorp shall be discharged from its obligations. SAVE THAT Mediacorp shall have the right to cease the display of any advertising materials which in



# OOH Media Terms & Conditions

Mediacorp's opinion is objectionable, unsuitable, impractical, likely to give offence, in breach of the terms of this advertising agreement or such cessation has been instructed by any relevant authority. In such event, Mediacorp may terminate this advertising agreement without any liability or refund of fees to Buyer.

7. Neither Mediacorp nor the Owners shall be liable for any interference or failure to air or display the advertising materials resulting from any event of force majeure. For the purposes of this advertising agreement, force majeure shall mean any accident, breakdown or partial/non-performance of equipment and machinery for any reason whatsoever, failure of power, fire, earthquake, storms, landslides, floods or other weather conditions, strikes, lockouts or other labour disputes, wars (declared or undeclared), blockades, insurrection, civil disturbances, acts of public enemies, riots, viral outbreaks, epidemics, the order or direction of any court or other authorities having jurisdiction or any frustrating events beyond Mediacorp's or the Owner's reasonable control. Where such event of force majeure has occurred, Mediacorp may decline to perform or perform in part or delay performance of airing or displaying the advertising materials or elect to terminate this advertising agreement. Upon the termination of this advertising agreement by Mediacorp on account of any of the matters referred to in this paragraph, Mediacorp may in its discretion either refund the charge for any prepaid airtime or advertising space in respect of the unaired or un-displayed advertising materials (without interest) or provide replacement airtime spots or replacement OOH Medium space, and Mediacorp shall thereafter be fully released and discharged from performance of this advertising agreement.
8. Mediacorp shall not be liable for any fair wear and tear or any vandalism of the advertising materials once it is being displayed or aired.
9. Mediacorp reserves the right to cease the display of the advertising materials at any time for the purposes of repair and/or servicing of the OOH Medium. If no other comparable substitute location can be provided for the display, Mediacorp shall only be liable to provide a pro-rated refund of any prepaid fees corresponding to such un-displayed advertising material.
10. Buyer acknowledges and agrees that:
  - a) no representation or warranty, whether express, implied or statutory, is made or given by Mediacorp or the Owners in respect of the availability, functionality or reliability of the OOH Medium, or

that the operation of the OOH Medium shall be uninterrupted, all of which are disclaimed; and

- b) notwithstanding anything in this advertising agreement, to the maximum extent permitted under the law, under no circumstances shall Mediacorp be liable for any lost profits, business, revenue, goodwill, business opportunities or anticipated savings, loss of or damage to data, special, incidental, or indirect damages, or consequential damages of any kind or nature, even if informed of the possibility thereof.

In any event, the maximum extent of liability or damages recoverable against Mediacorp shall, in the aggregate, be limited to the amount of the booking fee actually paid by the Buyer for any booking in respect of which the claim is made.

11. Save only for acknowledgments, obligations and undertakings by Buyer for the benefit of the Owners, a person who is not a party to this advertising agreement shall have no right to enforce any of its terms and conditions under the Contracts (Rights of Third Parties) Act (Cap 53B).
12. For the avoidance of doubt, unless otherwise expressly stated, no exclusivity is granted to the Buyer and nothing herein shall restrict Mediacorp from accepting advertisements from any other advertisers or agencies.

MEDIACORP ADVERTISING ENQUIRIES  
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