



SmsDome – Moove Media  
(Promotional Packages 2022 – Q4)

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# MOOOVE CELEBRATES!



# MEGA CABS



QUANTITY  
**100**

GROSS

**\$54,800**

Valued at \$150,000

DURATION

**8+4** WEEKS

or min 2,520,000 km clocked

with windscreen sun shade sticker + boot extension or bumper sticker

# MEGA CABS

## WITH ROOF TOP



QUANTITY  
**100**

GROSS

**\$65,800**

Valued at \$219,000

DURATION

**8+4 WEEKS**

or min 2,520,000 km clocked

with windscreen sun shade sticker + boot extension or bumper sticker

# JEWEL CABS



QUANTITY  
**100**

GROSS

**\$108,800**

Valued at \$265,000

DURATION

**8+4** WEEKS

or min 2,520,000 km clocked

with windscreen sun shade sticker + boot extension or bumper sticker

# WHOLLY PAINTED SINGLE DECK



**4 WEEKS BONUS**

2 SINGLE DECK WHOLLY PAINTED BUSES  
OR  
BEDOK V WALL  
15 SEC, 10% SOV

QUANTITY

8

GROSS

**\$54,800**

Valued at \$97,500

DURATION

**8+4 WEEKS**

1 Commercial, 2 Financial, 3 Satellite, 2 Multi routes

# WHOLLY PAINTED DOUBLE DECK



**4 WEEKS BONUS**

2 DOUBLE DECK WHOLLY PAINTED BUSES  
OR  
BEDOK V WALL  
15 SEC, 10% SOV

QUANTITY

8

GROSS

**\$91,200**

Valued at \$184,400

DURATION

**8+4 WEEKS**

1 Commercial, 2 Financial, 3 Satellite, 2 Multi routes

# WHOLLY PAINTED SINGLE DECK

BONUS: Bedok V Wall (15sec, 10% sov) for 4 weeks



**4 WEEKS  
BONUS**

**BEDOK V WALL**  
15 SEC, 10% SOV

**QUANTITY**

**5**

**GROSS**

**\$38,500**

Valued at \$67,500

**DURATION**

**8+4 WEEKS**

1 Commercial, 1 Financial, 2 Satellite, 1 Multi route

# WHOLLY PAINTED DOUBLE DECK



QUANTITY

5

GROSS

**\$64,000**

Valued at \$122,600

DURATION

**8+4** WEEKS

1 Commercial, 1 Financial, 2 Satellite, 1 Multi route

# DOUBLE DECK BUS REAR



QUANTITY

8

GROSS

**\$27,200**

Valued at \$56,000

DURATION

**8+4** WEEKS

4 Satellite, 2 heartland, 2 Multi routes

# BIG TOP



QUANTITY  
**5**

GROSS

**\$53,500**

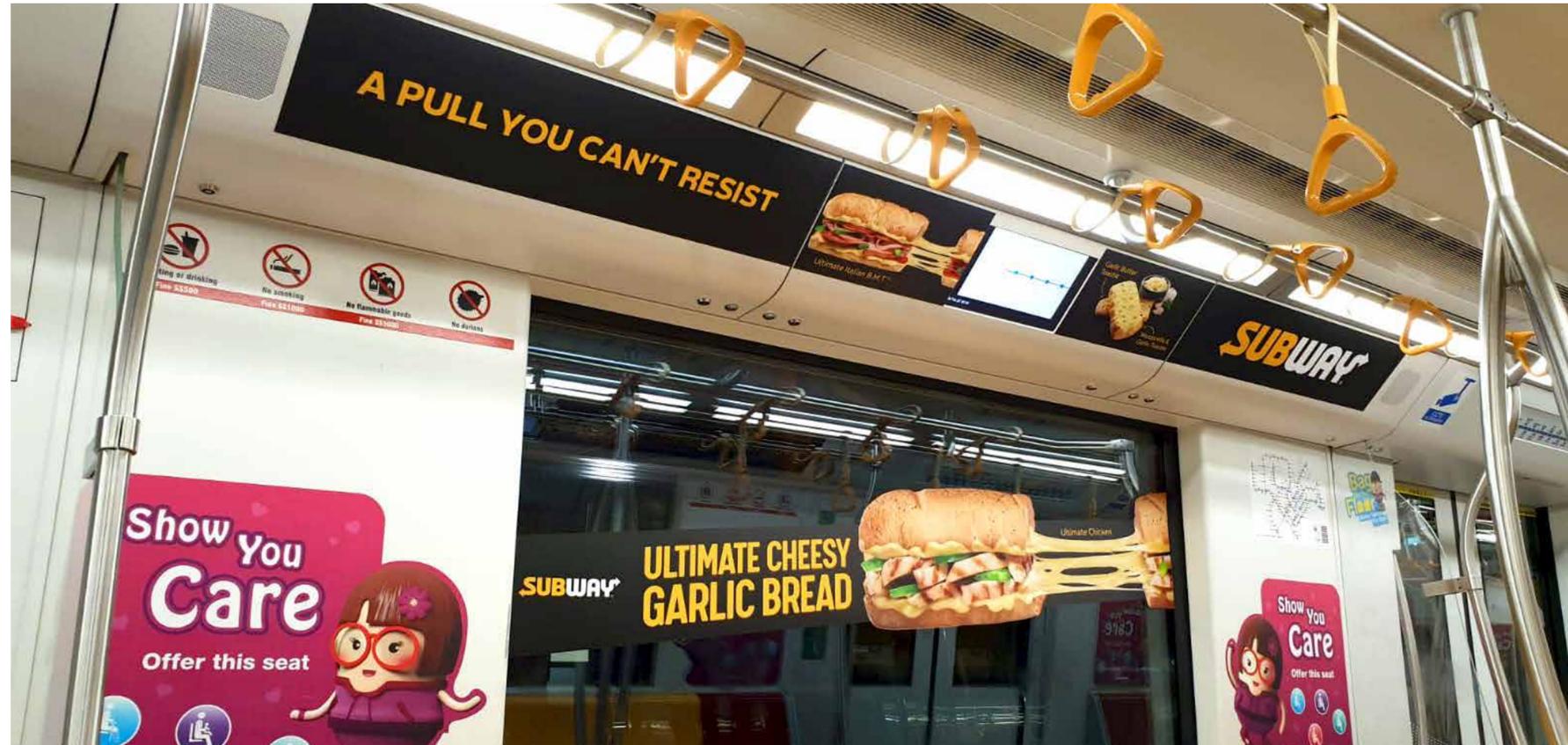
Valued at \$105,300

1 Commercial, 2 Financial, 2 Satellite

DURATION  
**8+4** WEEKS

# DTL

## IN-TRAIN PANELS + WINDOW STICKERS



Up to 3 creatives per train  
 Add on : \$500 to \$1,000 per train for complex die cut Window Stickers

QUANTITY

**3** DTL

GROSS

**\$15,000**

Valued at \$68,400

DURATION

**4** WEEKS

# NEL

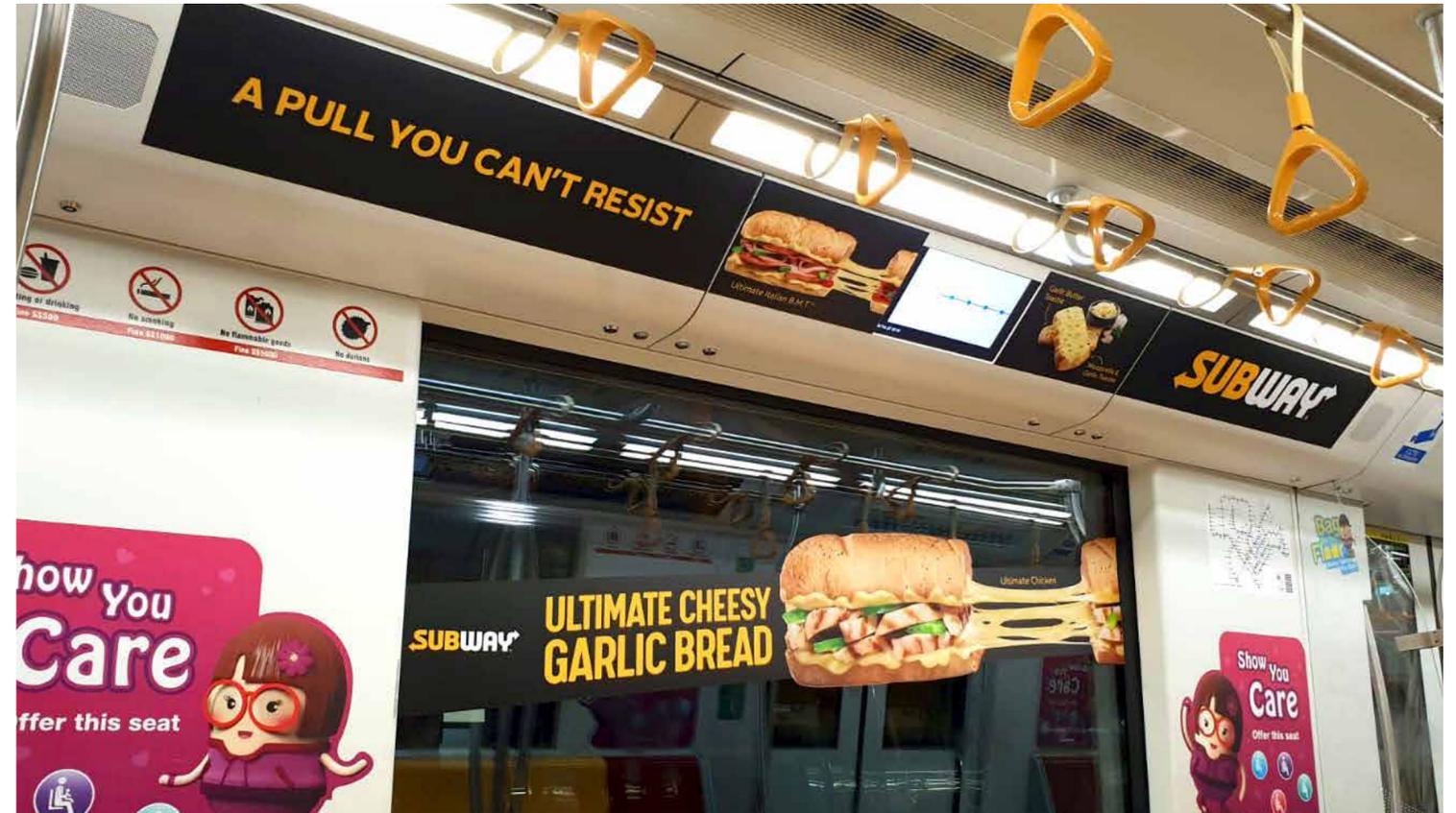
## IN-TRAIN PANELS + WINDOW STICKERS



Up to 3 creatives per train  
 Add on : \$500 to \$1,000 per train for complex die cut Window Stickers

	<b>GROSS</b>	
<b>QUANTITY</b>	<b>\$20,000</b>	<b>DURATION</b>
<b>2</b> <u>N E L</u>	Valued at \$80,400	<b>4</b> <u>WEEKS</u>

# NEL + DTL IN-TRAIN PANELS + WINDOW STICKERS



Up to 3 creatives per train  
Add on : \$500 to \$1,000 per train for complex die cut Window Stickers

GROSS

**\$17,000**

Valued at \$63,000

QUANTITY

**1+1**

**NEL DTL**

DURATION

**4** WEEKS

# DTL CONCEPT TRAIN



Includes In train panels (extended), window stickers, floor stickers(15sqm), connectors & walls.

Up to 3 creatives per train

Add on : \$500 to \$1,000 per train for complex die cut Window Stickers

**GROSS**

**QUANTITY**

**1** DTL

**\$22,000**

Valued at \$40,500

**DURATION**

**4** WEEKS

# NEL IN-TRAIN CLASSIC CONCEPT



Includes in train panels, window stickers, mid-strips, floor stickers(36sqm) & connectors.

Up to 3 creatives per train

Add on : \$500 to \$1,000 per train for complex die cut Window Stickers

QUANTITY

**1** NEL

GROSS

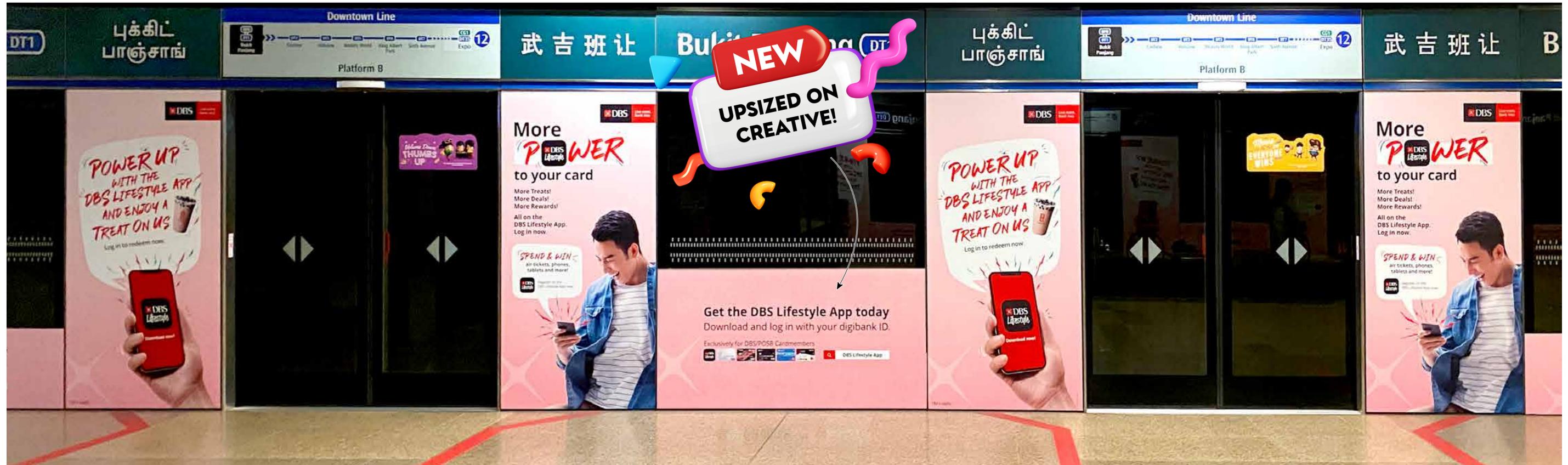
**\$27,000**

Valued at \$73,400

DURATION

**4** WEEKS

# DTL PRIME + CLASSIC PSD CONCEPT



Up to 4 creatives for PSD & 2 creatives for in-between panels

**QUANTITY**  
**1 + 1**  
**PRIME CLASSIC**

**GROSS**  
**\$33,800**  
Valued at \$56,500

**DURATION**  
**4 WEEKS**

# DTL CLASSIC HALF PSD



Up to 2 creatives for PSD Platform A or B

QUANTITY  
**4** DTL

GROSS  
**\$18,000**  
Valued at \$44,000

DURATION  
**4** WEEKS

# NEL PSD CONCEPT



Up to 4 creatives for PSD & 2 creatives for in-between panels.

**QUANTITY**  
**1 + 1**  
**PRIME CLASSIC**

**GROSS**  
**\$56,000**  
Valued at \$87,000

**DURATION**  
**4 WEEKS**

# NE L CLASSIC PSD



Up to 4 creatives for PSD

	<b>GROSS</b>	
<b>QUANTITY</b>	<b>\$30,000</b>	<b>DURATION</b>
<b>2</b> <u>NE L</u>	Valued at \$57,000	<b>4</b> <u>WEEKS</u>

# NEL DHOBY GHAUT

## WMO3+WMO3A



Add-on: Floor Sticker Production nett@\$20,000

QUANTITY

1

GROSS

**\$55,000**

Valued at \$91,500

DURATION

**4** WEEKS

# WALLSCAPES



Choose from DTL /NEL /Hub (any combination)  
Valid for any wallscape up to 20 sqm per wall.

**QUANTITY**  
**4** WALL SCAPES

**GROSS**  
**\$23,000**  
Valued at \$40,000

**DURATION**  
**4** WEEKS

# BEDOK V WALL + AMK GLITZ! DIGITAL-WALL



15sec, 10% SOV

**QUANTITY**  
**2** **DIGITAL WALL**

**GROSS**

**\$18,800**

Valued at \$35,000

**DURATION**  
**4** **WEEKS**

# BUS HUB WALL MURALS + BEDOK V-WALL



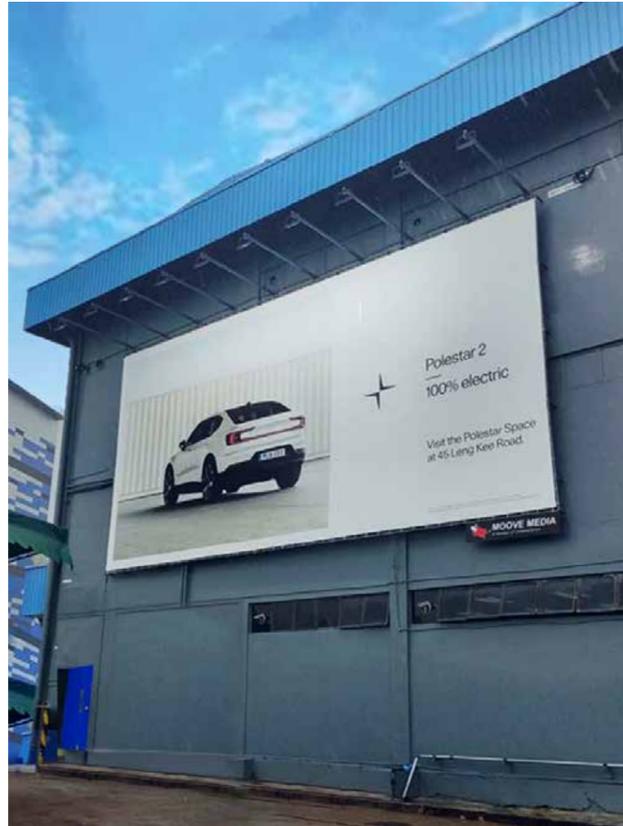
2x Bus Hub Wall Murals (Production Cost \$5k & below)  
Bedok V-Wall, 15sec, 10% SOV, 4 weeks

**QUANTITY**  
**2 + 1**  
WALL SCAPES    DIGITAL WALL

**GROSS**  
**\$22,000**  
Valued at \$40,000

**DURATION**  
**4 WEEKS**

# CTE BILLBOARD + CANOPY + BEDOK V-WALL



100% SOV on CTE wallscape  
Bedok V-Wall, 15sec, 10% SOV, 4 weeks

**QUANTITY**  
**1 + 1 + 1**  
CTE BILLBOARD CANOPY DIGITAL WALL

**GROSS**  
**\$70,000**  
Valued at \$148,000

**DURATION**  
**4 WEEKS**

# ANAMORPHIC @ SELEGIE + BEDOK V-WALL



Anamorphic @ Selegie  
Bedok V-Wall, 15 sec, 10% SOV, 4 weeks

**QUANTITY**  
**1 + 1**  
**ANAMORPHIC SCREEN**   **DIGITAL WALL**

**GROSS**  
**\$80,000**  
Valued at \$115,000

**DURATION**  
**4 WEEKS**



# TERMS & CONDITIONS

All campaigns must commence by 31 March 2023.

All packages stated in gross are fully agency commissionable.

Duration and quantity stated within each package cannot be pro-rated.

All inventories are subject to availability, and on first-come first-served basis.

All packages are inclusive of production and installation.

Duration and quantity stated within each package cannot be pro-rated.

Nett production costs are not applicable for agency commission.

Any changes to creative within the campaign/extension period will incur additional production costs.

All extensions must commence within the validity period stated.

Bonus buses are applicable for satellite/heartland routes only

Digital screen includes one time free content uploading fee. Additional uploads are chargeable @ \$2500 per upload.

All terms stated above are subject to regulatory approval.

All prices are before GST.

# Thank you!

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**SmsDome Pte Ltd**

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# THANK YOU

