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SmsDome – SG60 Packages

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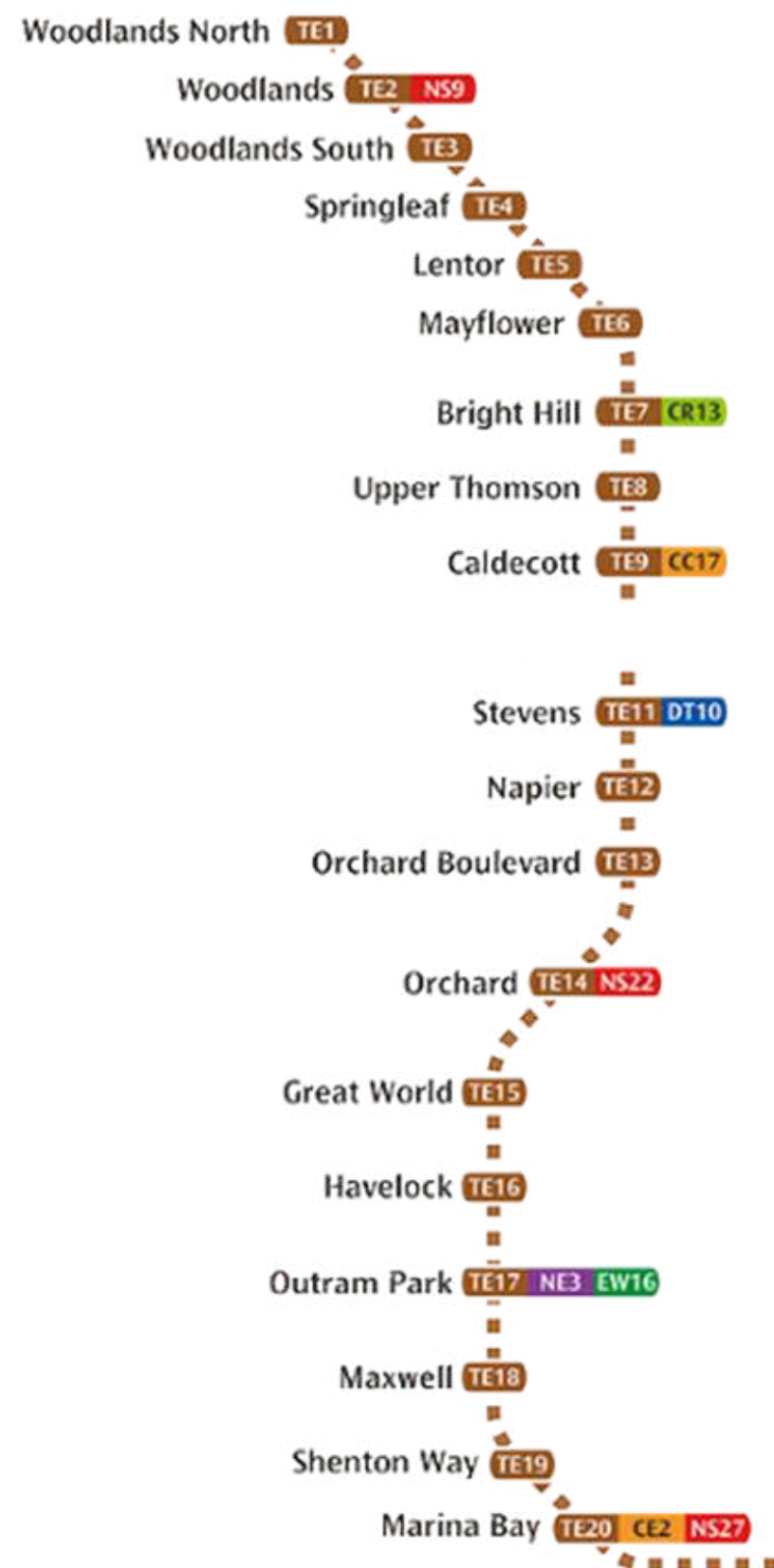


SG6 2025

 **packages**

*Exclusive Media Owner of
Thomson-East Coast Line*



14.3M riders*
14 KM 199 screens
6 interchanges 27 stations

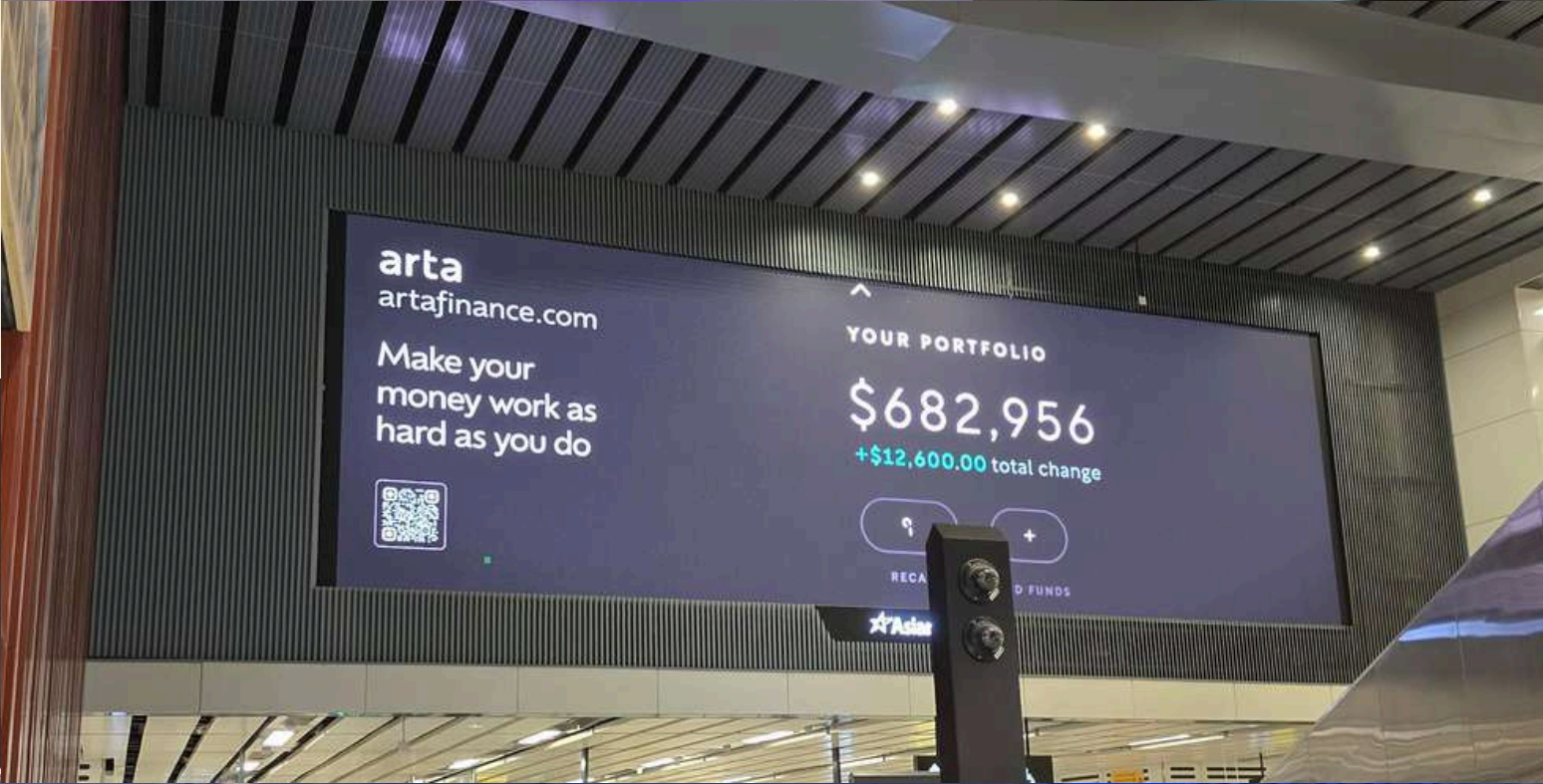
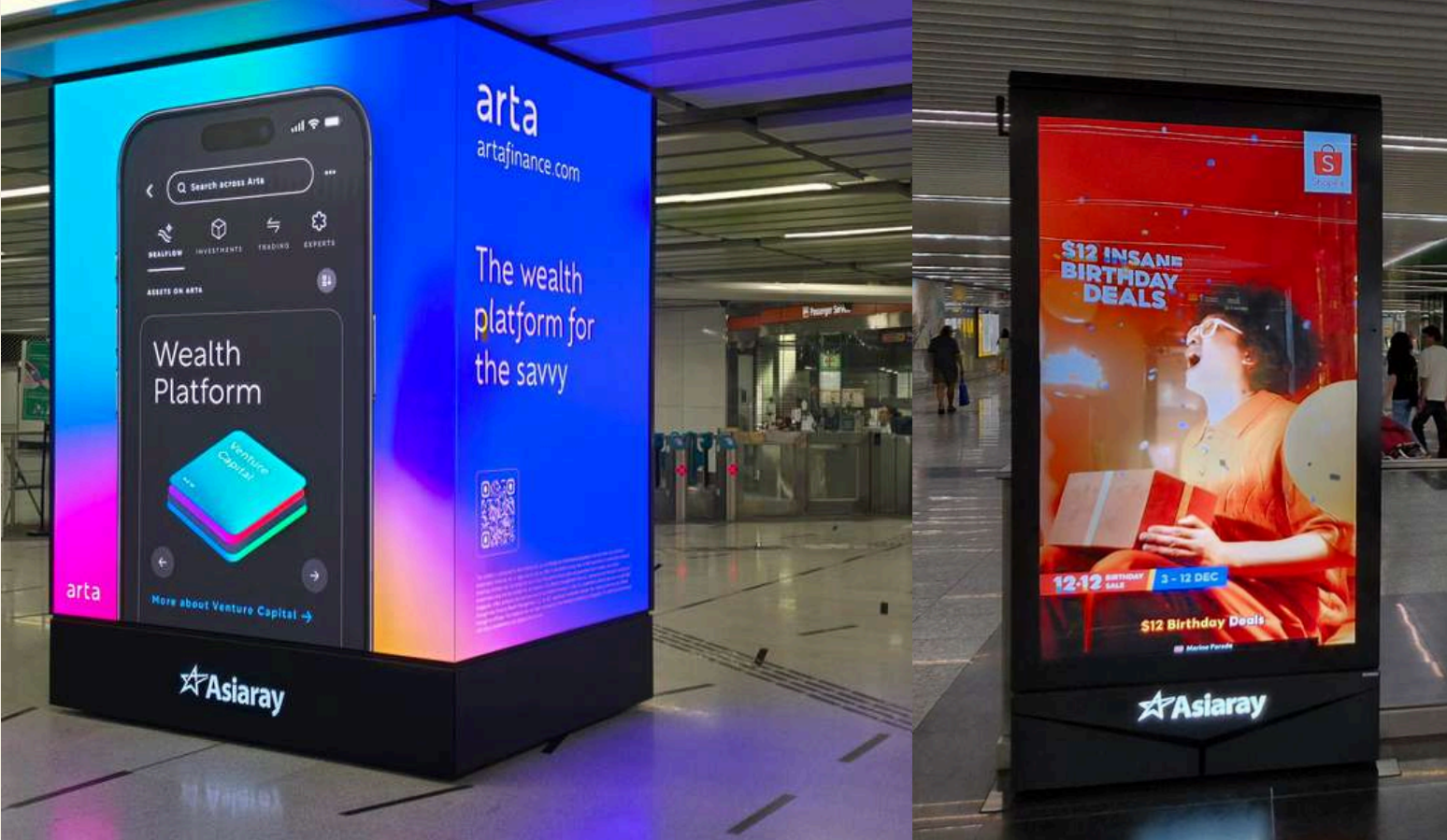
With a network that spans from the north, through key interchange stations, and into Singapore's bustling CBD areas, our screens and platforms provide extensive coverage to connect with diverse audiences.

We can effectively reach and engage the specific target demographics your brand aims to reach.



● NETWORK
● PACKAGES

ORCHARD DIGITAL BUSINESS HIGH FOOTFALL
RETAIL AFFLUENT CONCOURSE DIGITAL
PLATFORM DIGITAL IMPACT CITY



ORCHARD DIGITAL NETWORK

1

20 Digital Screens

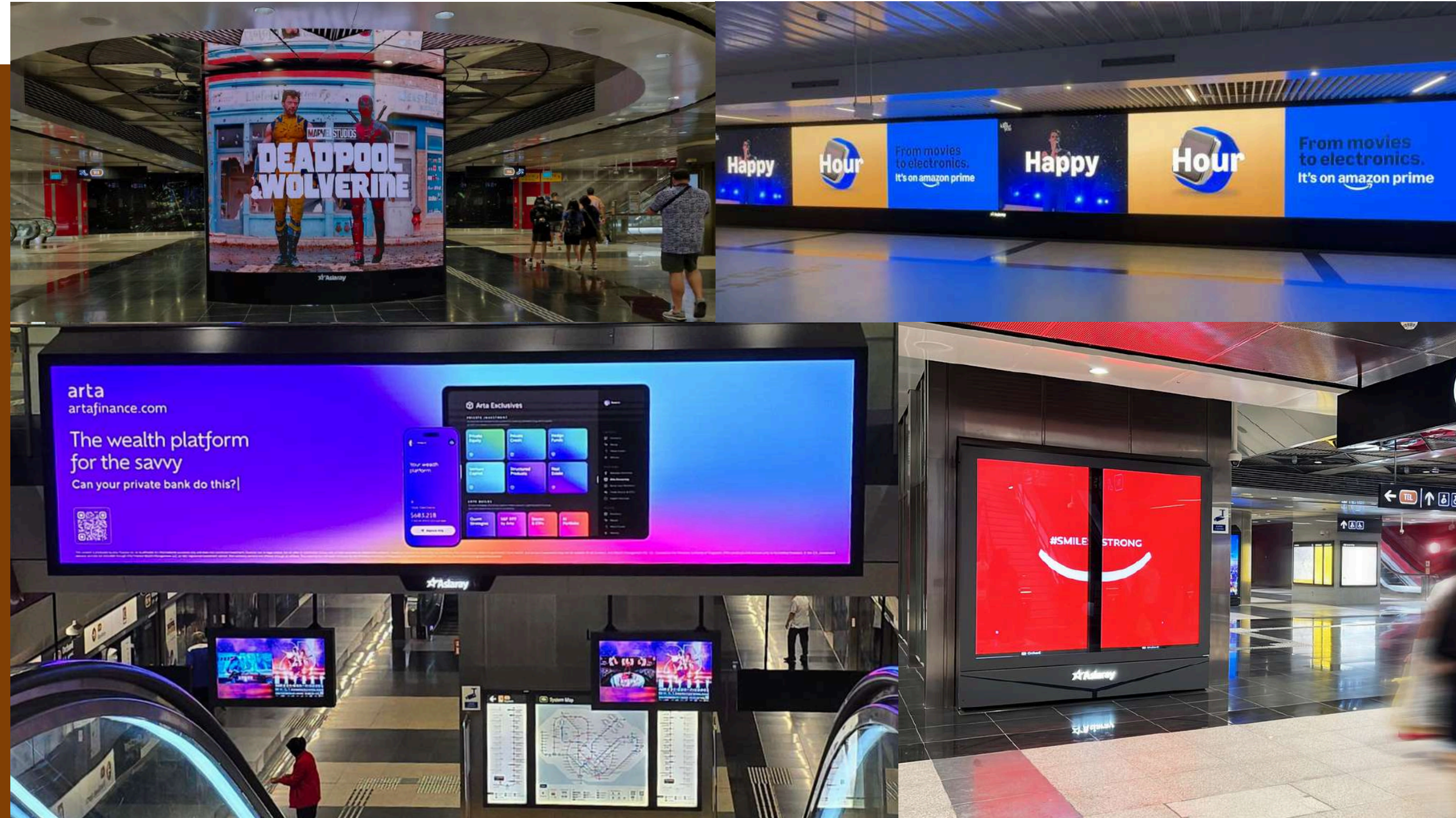
Day-part support



\$38,000 gross
4 weeks
valued at \$200,760

DELIVERABLES

- 9x 86" Screens
- 4x 86" Pairing Screens
- 4x 55" Screens
- 3x Pillar Screens
- 2x Bulk Head Screens
- 1x 20m Screen
- 10% SOV/ Screen



40 Digital Screens

Day-part support



\$33,000

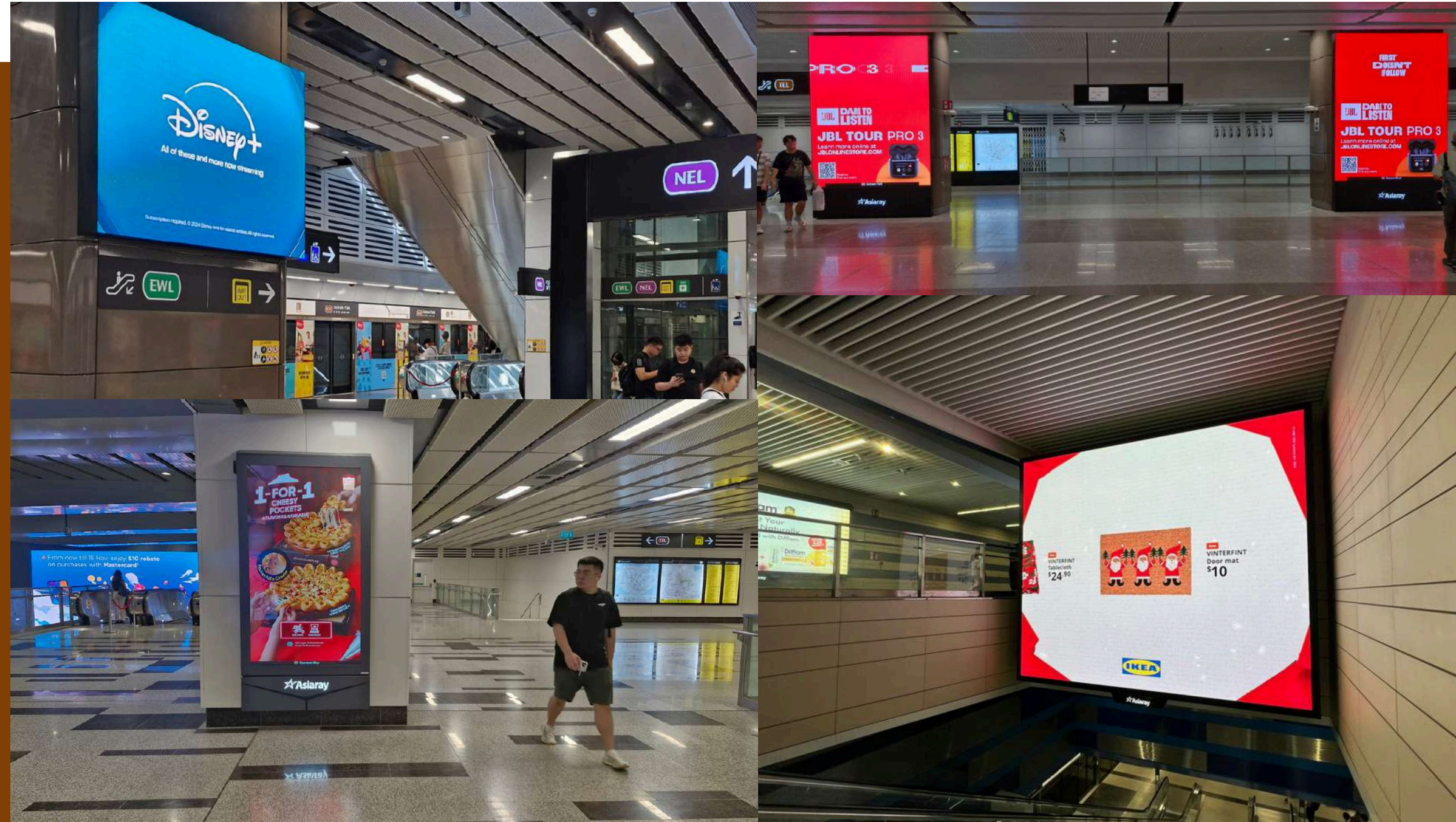
gross
4 weeks
valued at \$265,840

DELIVERABLES

- 27x 86" Screens
- 6x 55" Screens
- 4x Bulk Head Screens
- 3x Pillar Screens
- 3x Pillar Crown Screens
- 10% SOV/ Screen

TEL 6 Stations

Shenton Way, Maxwell, Havelock, Great World, Outram Park, Marina Bay



60 Digital Screens

Day-part support



\$32,000 gross
4 weeks
valued at \$248,360

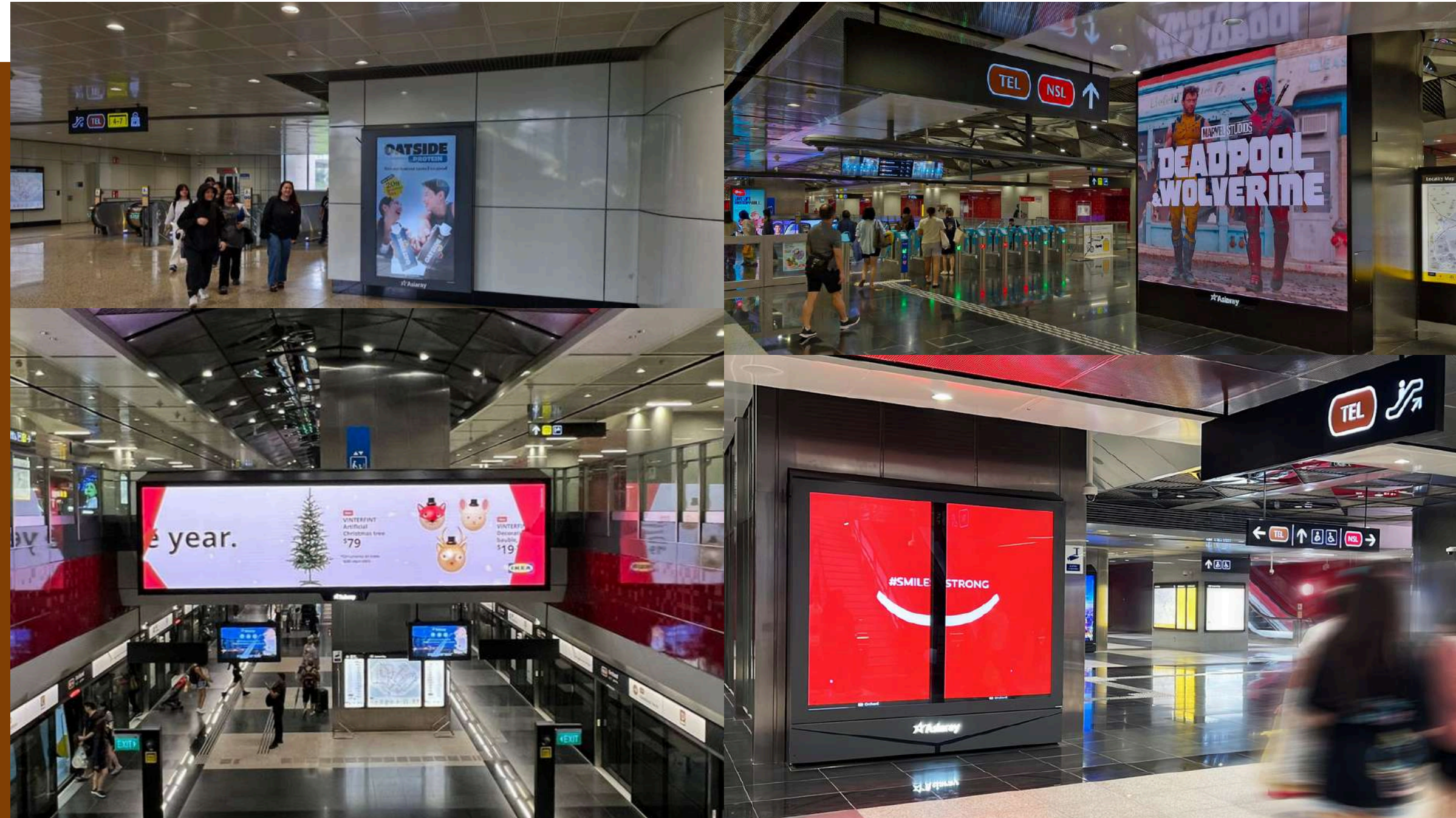
DELIVERABLES

- 37x 86" Screens
- 12x 86" Pairing Screens
- 8x 55" Screens
- 4x Bulk Head Screens
- 3x Pillar Screens
- 10% SOV/ Screen

TEL 6 Stations

Woodlands, Upper Thomson, Orchard Boulevard, Orchard, Great World, Marine Parade

RETAIL NETWORK



HIGH FOOTFALL NETWORK

4

80 Digital Screens

Day-part support



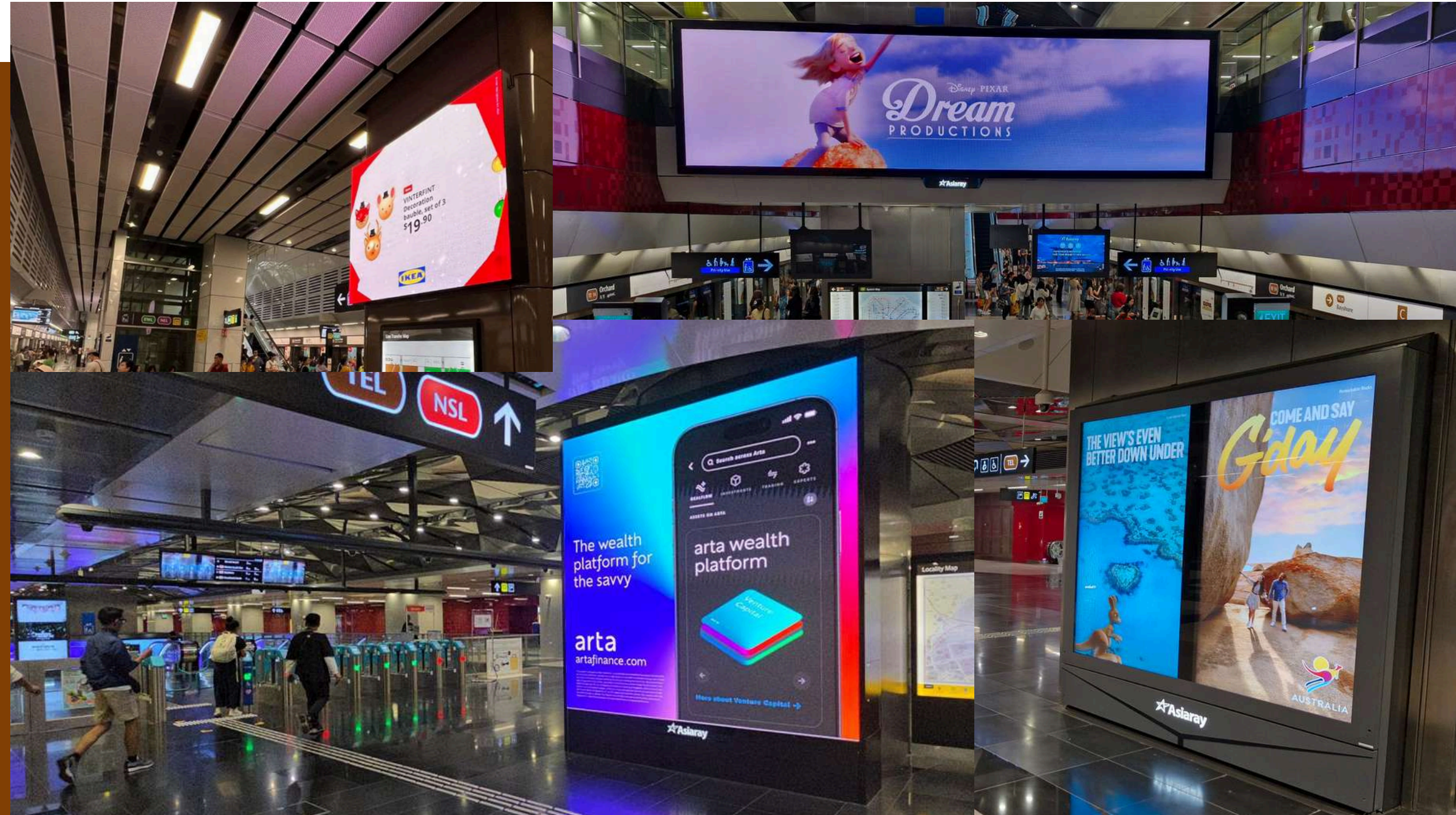
\$48,000 gross
4 weeks
valued at \$402,240

DELIVERABLES

- 45x 86" Screens
- 12x 86" Pairing Screens
- 16x 55" Screens
- 5x Pillar Screens
- 4x Bulk Head Screens
- 3x Pillar Crown Screens
- 10% SOV/ Screen

TEL 9 Stations

**Woodlands, Woodlands South,
Mayflower, Upper Thomson, Maxwell,
Marine Parade, Orchard, Outram Park,
Shenton Way**



75 Digital Screens

Day-part support



\$42,000 gross
4 weeks
valued at \$353,480

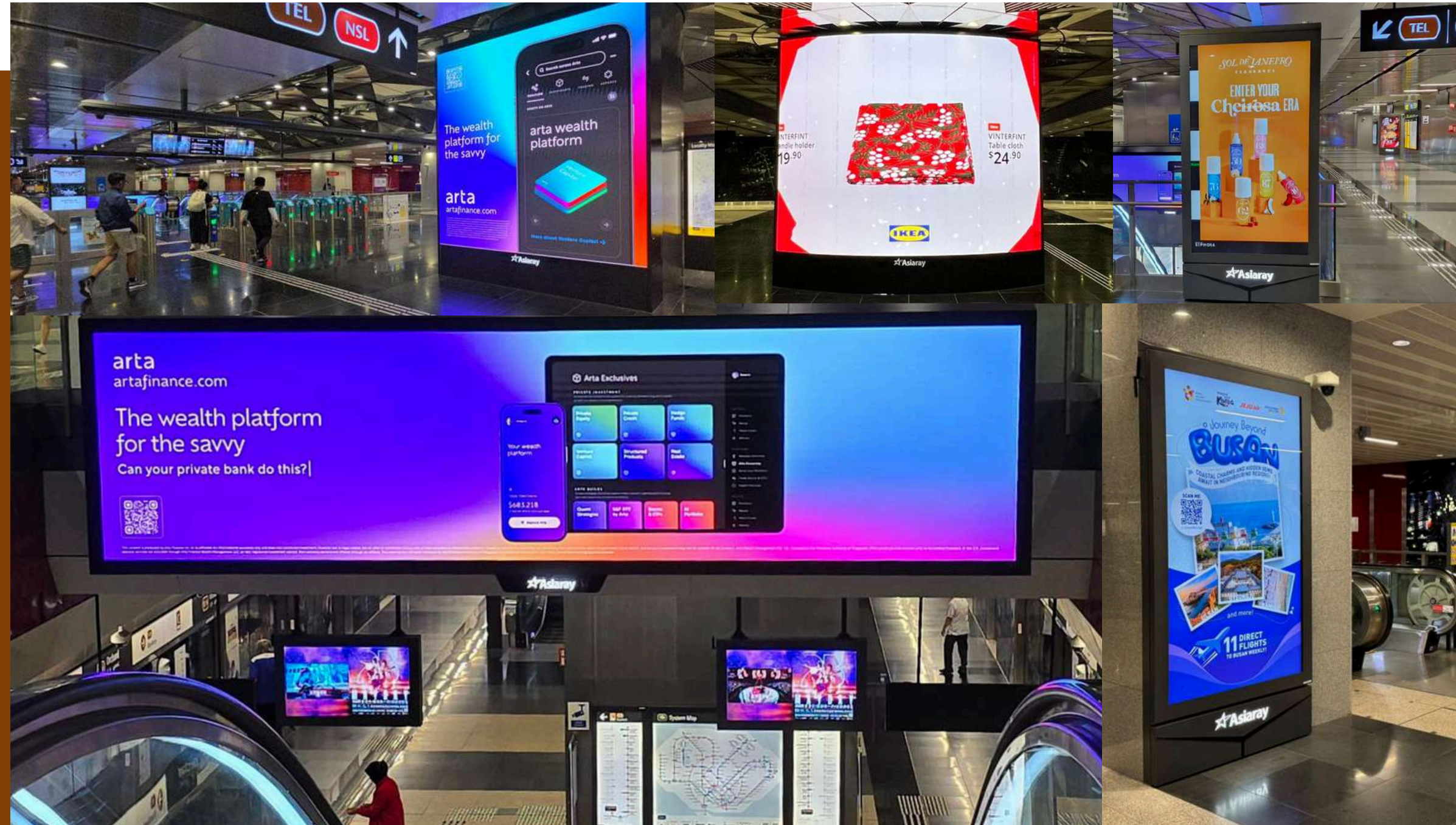
DELIVERABLES

- 54x 86" Screens
- 8x 55" Screens
- 6x Bulk Head Screens
- 4x 86" Pairing Screens
- 4x Pillar Screens
- 10% SOV/ Screen

TEL 15 Stations

Springleaf, Lentor, Upper Thomson, Caldecott, Stevens, Napier, Orchard Boulevard, Orchard, Great World, Havelock, Shenton Way, Tanjong Katong, Bayshore, Marina Bay, Siglap

AFFLUENT NETWORK



16 Digital Screens

Day-part support



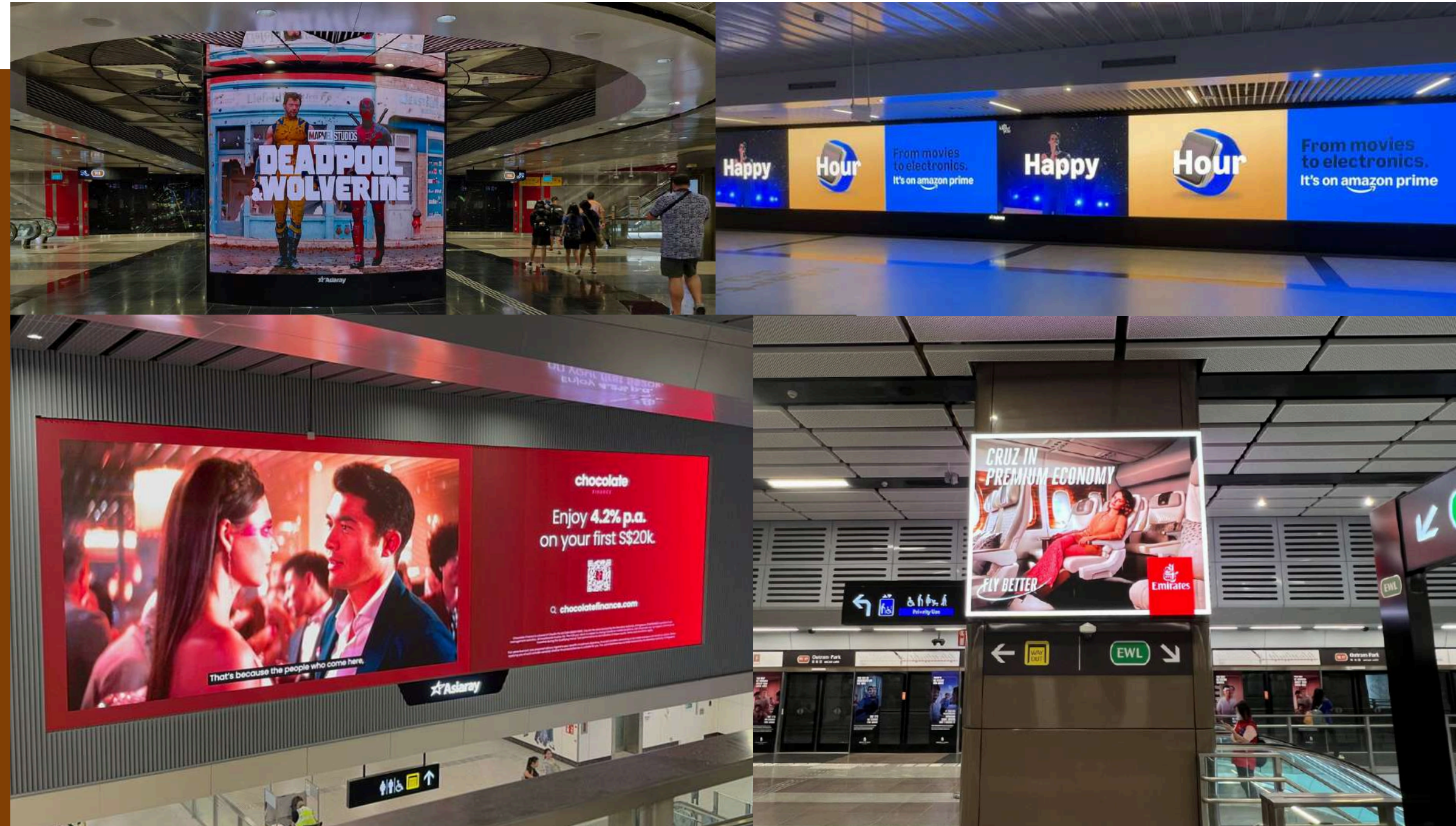
\$48,000 gross
4 weeks
valued at \$374,500

DELIVERABLES

- 6x Pillar Screens
- 6x Bulk Head Screens
- 3x Pillar Crown Screens
- 1x 20m Screen
- 10% SOV/ Screen

TEL 5 Stations

Shenton Way, Great World, Outram Park, Orchard, Marina Bay



CONCOURSE DIGITAL NETWORK

7

80 Digital Screens

Day-part support



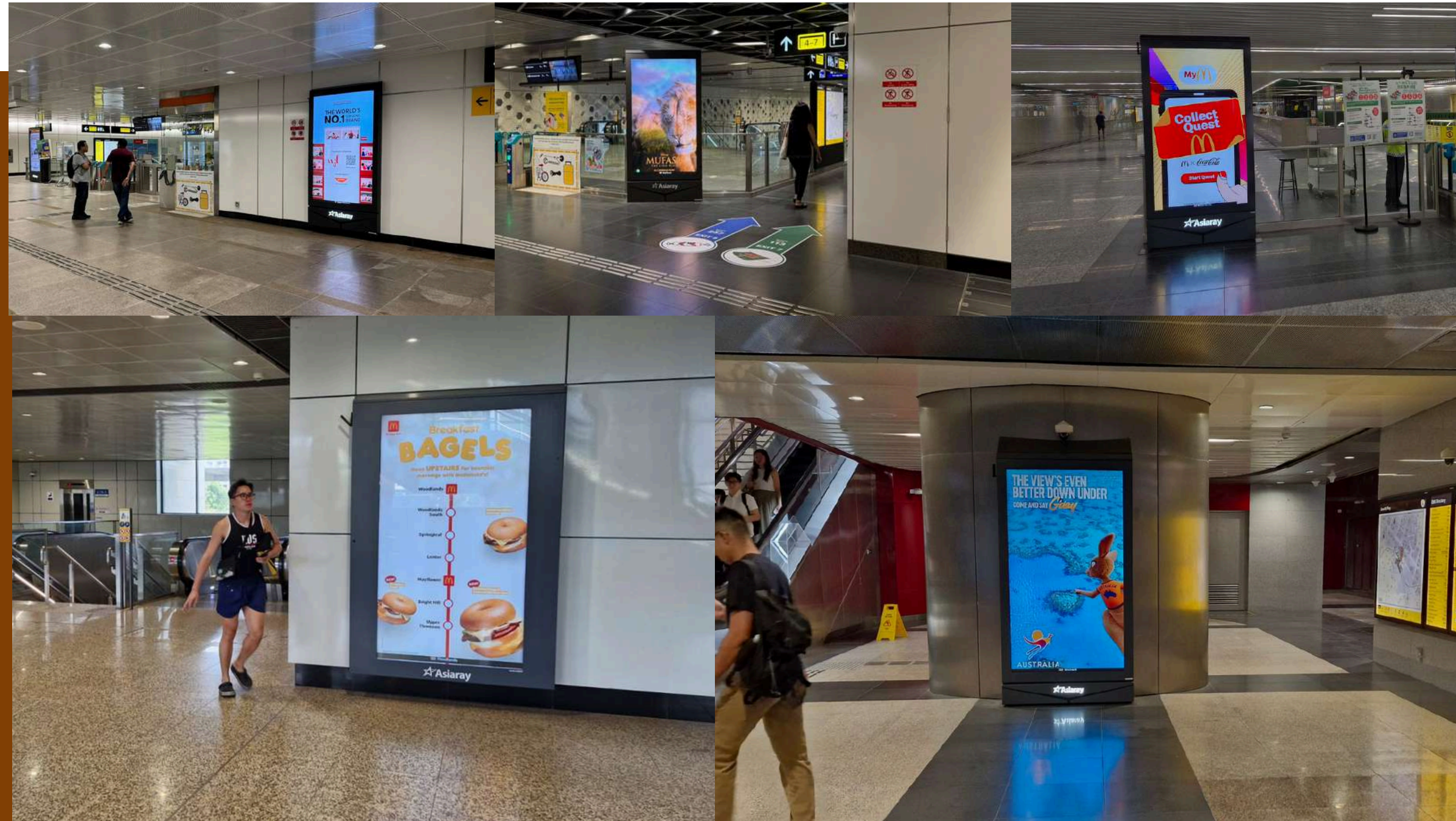
\$22,000 gross
4 weeks
valued at \$139,440

DELIVERABLES

83x 86" Screens (Portrait)

TEL 25 Stations

Woodlands North, Woodlands, Woodlands South, Springleaf, Lentor, Mayflower, Bright Hill, Upper Thomson, Caldecott, Stevens, Napier, Orchard Boulevard, Orchard, Great World, Havelock, Outram Park, Maxwell, Shenton Way, Marina Bay, GBTB, Tanjong Katong, Marine Parade, Marine Terrace, Siglap, Bayshore



PLATFORM DIGITAL NETWORK

30 Digital Screens

Day-part support



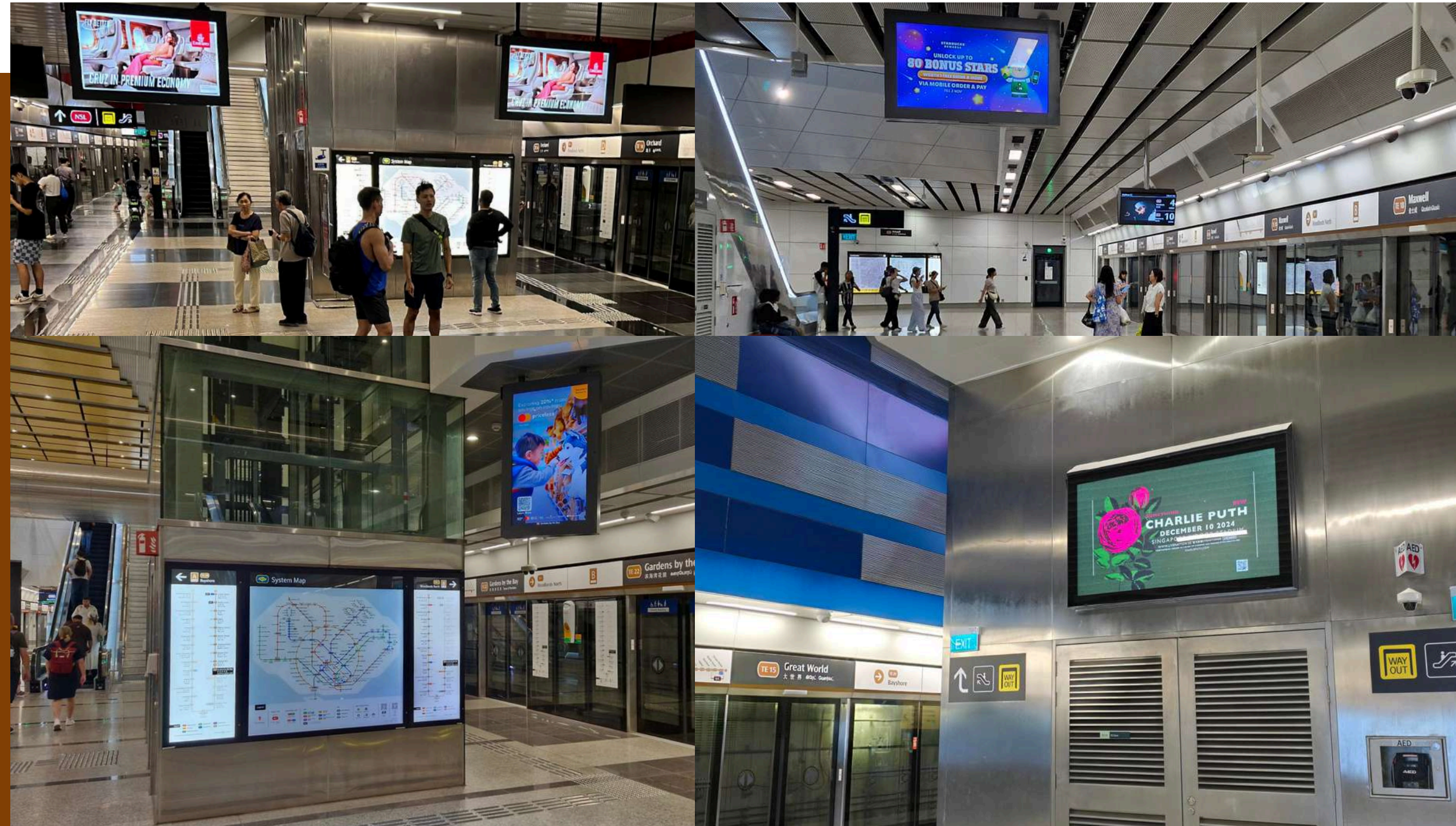
\$9,000 gross
4 weeks
valued at \$57,120

DELIVERABLES

- 8x 86" Screens (Landscape)
- 26x 55" Screens (Portrait & Landscape)

TEL 12 Stations

Woodlands North, Woodlands, Woodlands South, Napier, Orchard, Maxwell, Orchard Boulevard, Marina Bay, GBTB, Great World, Havelock, Shenton Way



DOOH INTERACTIVE CLAW MACHINE

2 x Claw Machine

100% SOV

\$50,000 gross
4 weeks
valued at \$361,200

GAME MECHANICS

- Scan QR Code via mobile phone
- Use mobile phone as a Controller
- Collect as many items as possible
- Use the unique redemption code to redeem prizes

Add-On

- Floor Sticker (\$5,000 nett)

TEL Recommended Stations
Orchard, Outram Park, Marina Bay



INTERACTIVE TETRIS BATTLE

100% SOV

2 x Tetris Battle

\$50,000 gross
4 weeks
valued at \$361,200

GAME MECHANICS

- Scan QR Code via mobile phone
- Start the battle with your friend on the LED screen
- Use the unique redemption code to redeem prizes

Add-On

- Floor Sticker (\$5,000 nett)

TEL Recommended Stations
Orchard, Outram Park, Marina Bay



2 x Catch & Win

\$40,000 gross
4 weeks
valued at \$70,360

GAME MECHANICS

- Scan QR Code via mobile phone
- Use your mobile phone as the controller
- Collect as many hearts as possible
- Enter details to collect gift

Add-On

- Floor Sticker (\$5,000 nett)

TEL Elite Stations
Shenton Way,
Maxwell

TEL Plus Stations
Great World, Upper
Thomson, Havelock,
Woodlands, Outram
Park, Orchard Boulevard,
GBTB, Marine Parade,
Marina Bay

TEL Standard Stations
Springleaf, Napier, Lenton,
Bright Hill, Mayflower,
Caldecott, Woodlands
North, Woodlands South,
Tanjong Rhu, Katong Park,
Tanjong Katong, Siglap,
Bayshore, Stevens, Marine
Terrace

INTERACTIVE CATCH & WIN

100% SOV



1 x LED Wall + 3D Rendering

Day-part support



\$20,000 gross
4 weeks

valued from \$35,000

DELIVERABLES

- 15 sec 3D production
- Fundamental product modelling, simple scene setting
- Basic anamorphic 3D effect

TEL Recommended Stations
Orchard, Marina Bay, Outram Park

LED WALL + ANAMORPHIC 3D



PLATFORM STATION DOOR EXTRA

13

1 Elite + 1 Plus
\$55,000 gross
4 weeks

valued at \$212,400

1 Plus + 1 Standard
\$38,000 gross
4 weeks

valued at \$132,400

2 x Standard
\$26,000 gross
4 weeks

valued at \$92,400

TEL Elite Stations

Shenton Way,
Maxwell

TEL Plus Stations

Great World, Upper
Thomson, Havelock,
Woodlands, Outram
Park, Orchard
Boulevard, GBTB,
Marine Parade, Marina
Bay

TEL Standard Stations

Springleaf, Napier, Lenton,
Bright Hill, Mayflower,
Caldecott, Woodlands
North, Woodlands South,
Tanjong Rhu, Katong Park,
Tanjong Katong, Siglap,
Bayshore, Stevens, Marine
Terrace



WALLSCAPE

14

5x Wallscapes

\$28,000 *gross*
4 weeks

valued at \$47,500

3x Wallscapes

\$18,000 *gross*
4 weeks

valued at \$28,500

TEL *Elite Stations*

Orchard, Shenton Way,
Maxwell

TEL *Plus Stations*

Great World, Upper
Thomson, Havelock,
Woodlands, Outram
Park, Orchard
Boulevard, GBTB,
Marine Parade, Marina
Bay

TEL *Standard Stations*

Springleaf, Napier, Lenton,
Bright Hill, Mayflower,
Caldecott, Woodlands
North, Woodlands South,
Tanjong Rhu, Katong Park,
Tanjong Katong, Siglap,
Bayshore, Stevens, Marine
Terrace



IN - TRAIN PANEL+ WINDOW STICKER

3x Trains

\$30,000 gross
4 weeks

valued at \$83,000

DELIVERABLES

- Panels (62 per train)
- Window stickers (32 per train)

ADD-ON

\$500 to \$1,000 per train for complex die-cut window stickers

Up to 4 creatives per train



1x Concept Train

\$35,000 gross
4 weeks

valued at \$55,200

DELIVERABLES

- Panels (62 per train)
- Window stickers (32 per train)
- Full floor sticker
- Alternate Seat Wrap

ADD-ON

- \$500 to \$1,000 per train for complex die-cut window stickers

CONCEPT TRAIN FULL DOMINATION

Up to 4 creatives per train



10x Lightboxes

5 x Standard + 5 x Large

\$25,000 gross
4 weeks

valued at \$33,500

5x Lightboxes

3 x Standard + 2 x Large

\$15,000 gross
4 weeks

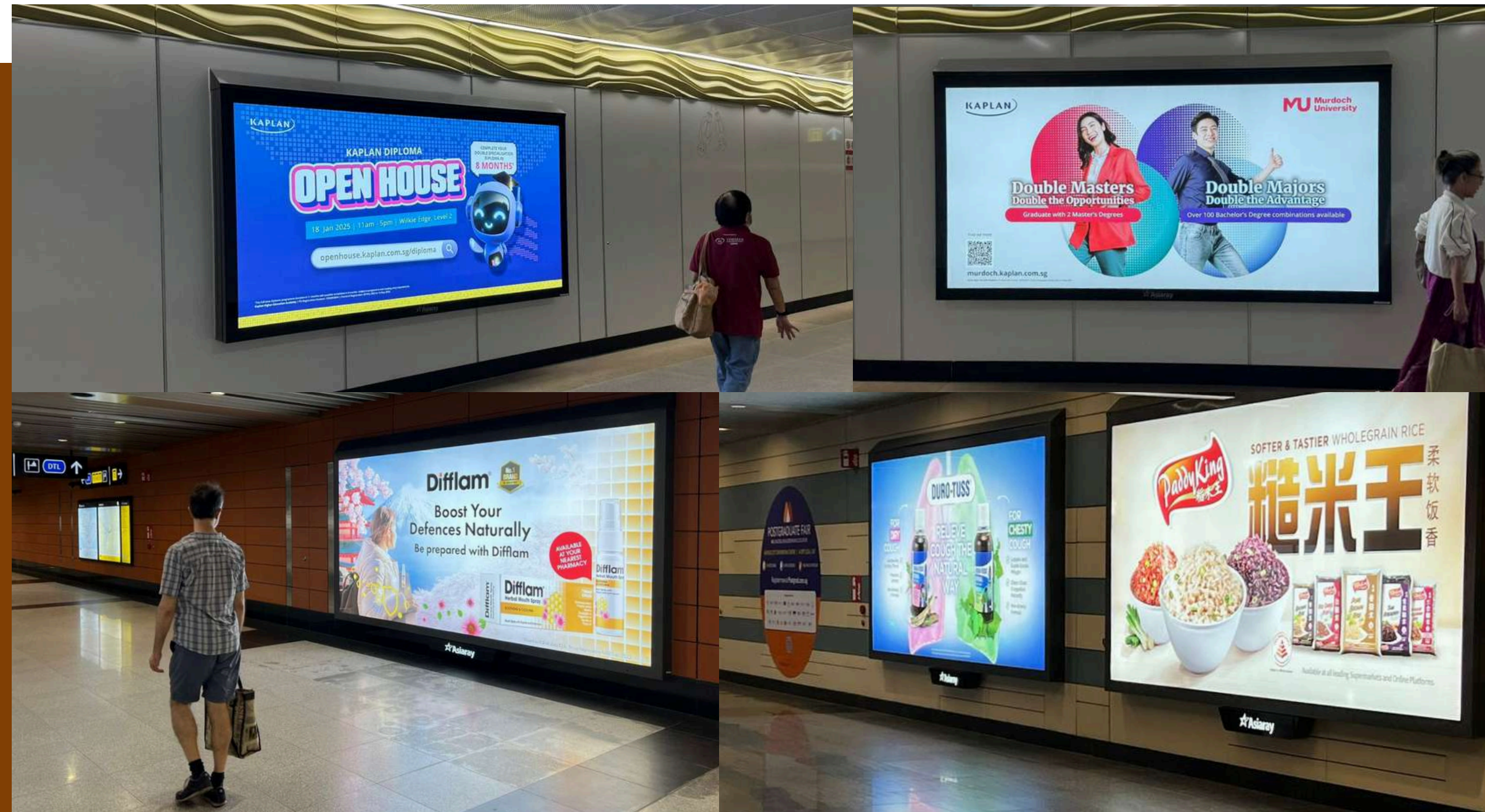
valued at \$15,600

TEL Standard Size

Lentor (2), Mayflower (2),
Bright Hill (2), Upp
Thomson (6), Caldecott (3),
Orchard (1), Outram Park
(5), Maxwell (6), GBTB (3)

TEL Large Size

Stevens (6), Napier (2),
Orchard Boulevard (2),
Orchard (1), Great World (8),
Havelock (2), Shenton Way
(1), Marina Bay (5), GBTB (1),
Marine Parade (2)



ORCHARD CONCEPT CONCOURSE

18

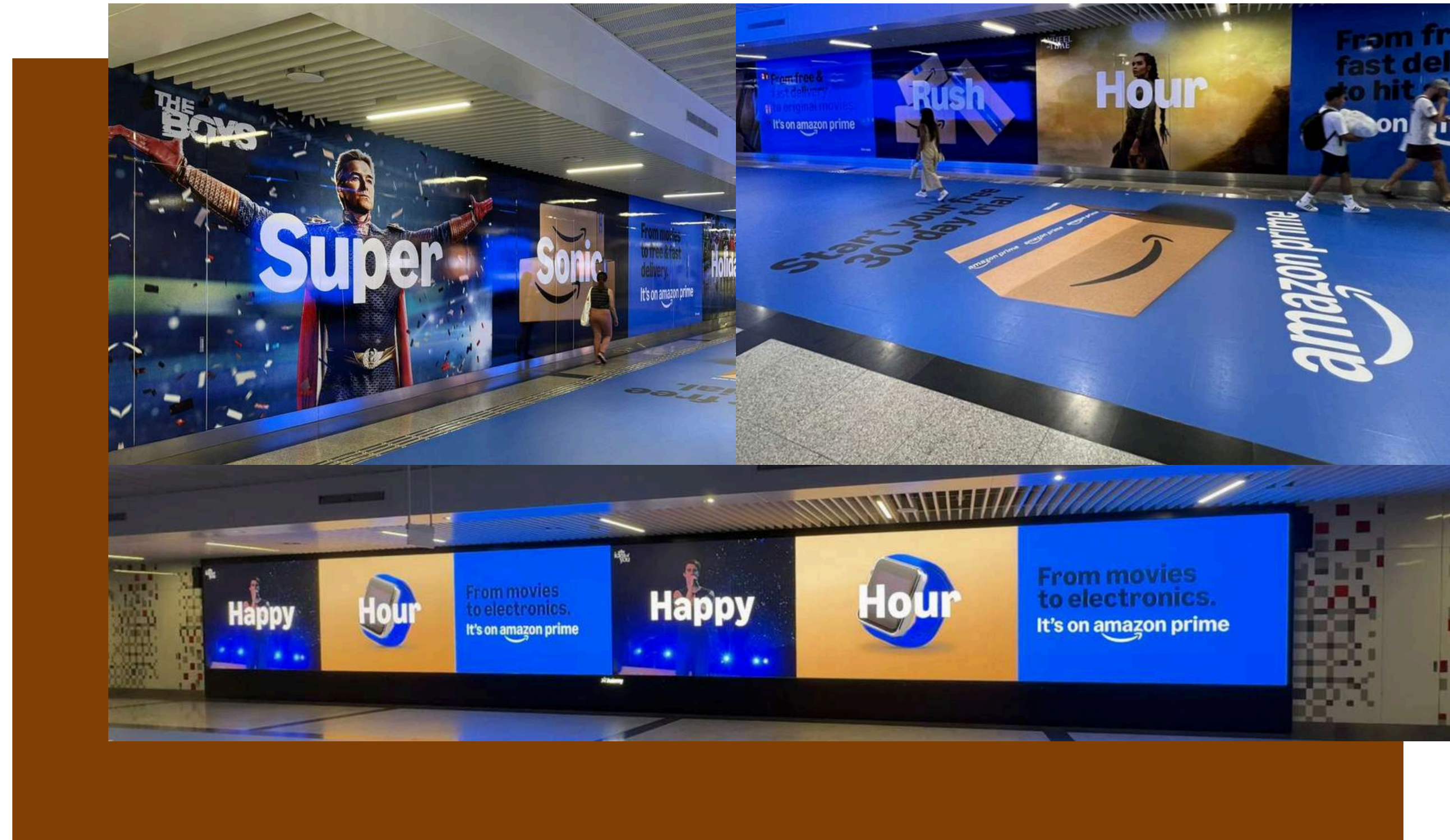
Concept Concourse

\$90,000 gross
4 weeks

valued at \$300,000

DELIVERABLES

- 20m LED Screen - 10% SOV
- 20m Wallscape M3
- 20m Floor Sticker



ORCHARD CONCEPT TRAVELATOR LINKWAY

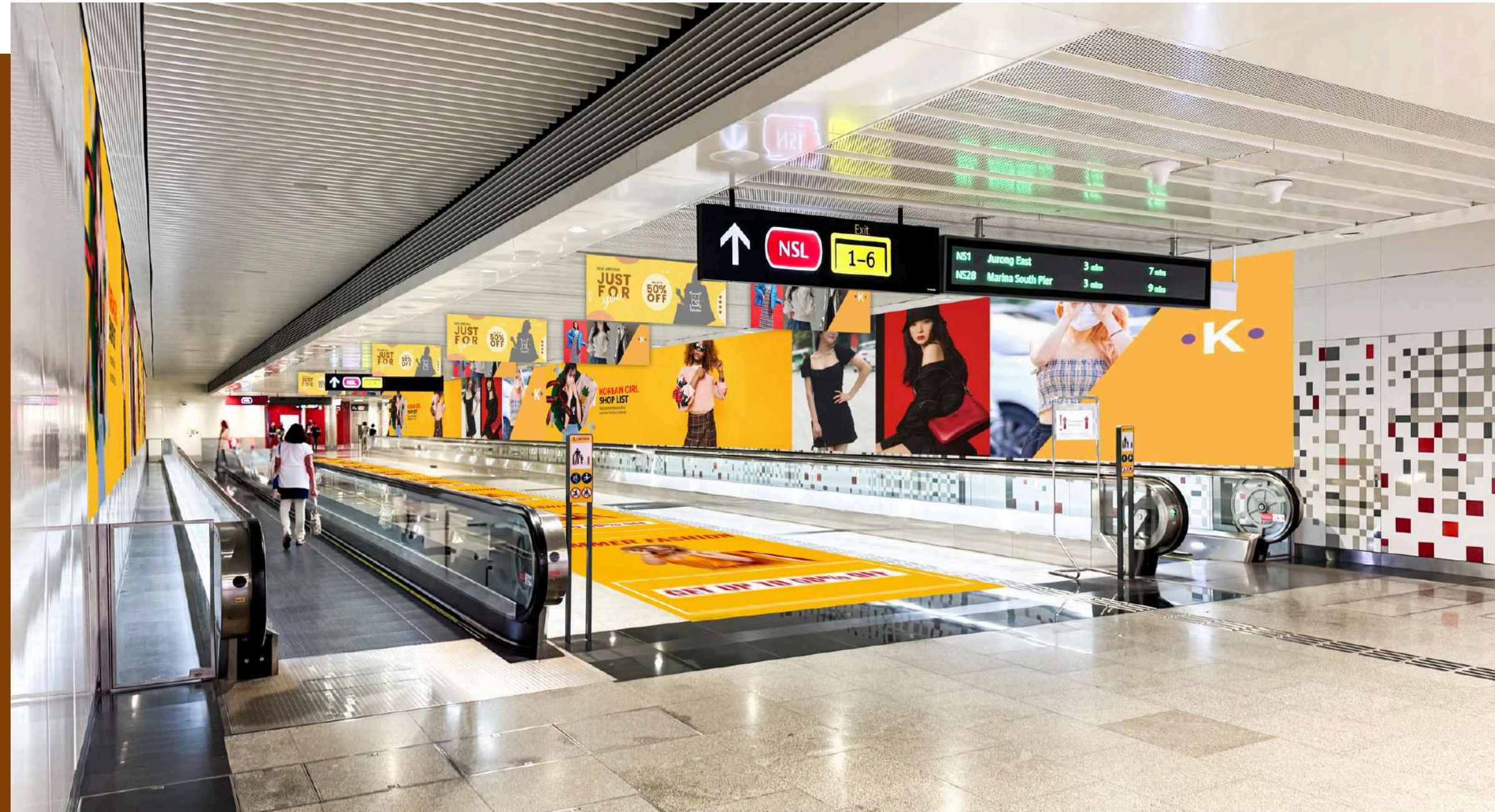
**Concept
Dominance**

\$80,000 gross
4 weeks

valued at \$280,000

DELIVERABLES

- 40m Wallscape
- 40m Floor Sticker
- 10x Hanging Banner



Station Activation

3 Hours Duration/Session

\$3,000

valued from \$24,000

Top up \$1,000/hour

DELIVERABLES

- 2 Stations
- 3 hours of activation/session at select station
- Dry Sampling
- Includes space for standing banner and table

**ADD ON:
WITH PURCHASE OF ANY
PACKAGE**



ELITE

- Orchard
- Shenton Way
- Maxwell

PLUS

- Great World
- Upper Thomson
- Havelock
- Woodlands
- Outram Park
- Orchard Boulevard
- Gardens By The Bay (GBTB)
- Marine Parade
- Marina Bay

STANDARD

- Springleaf
- Napier
- Lentor
- Bright Hill
- Mayflower
- Caldecott
- Woodlands North
- Woodlands South
- Tanjong Rhu
- Katong Park
- Tanjong Katong
- Siglap
- Marine Terrace
- Bayshore
- Stevens

OIS Verification - Advertiser/Agency Benefits



Ensure you **receive**
what was paid for



All delivery reporting from
an **independent** source



Standardise vendor
reporting in **one** place



Improve how **campaigns**
are managed



Ensure ads appear on
quality screens



Identify issues and
resolve them quickly

TERMS & CONDITIONS

Booking

- Creative design, artwork, materials, campaign mechanics, and logistics are subject to LTA censorship
- All inventories are subjected to availability, and on first-come first-served basis
- All campaigns must commence by **30 September 2025**

Rate & Payment

- All prices are inclusive of production costs and uploading fees unless stated otherwise
- Nett production costs and uploading fees are not applicable for further agency commission
- Full payment must be made before the commencement of the campaign or 30 days credit term
- All prices are before GST & all prevailing taxes

Production

- Printing, installation and dismantling will be handled by Asiaray
- All submission of creatives or final artwork must comply with Asiaray stated timeline
- There will be no compensation for missed timelines

Contact Us

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