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SmsDome – Asiaray (TEL Packages 2025)

Updated: 1st September 2025

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THE
TEL

TEL EVERYONE LAH!

PACKAGE



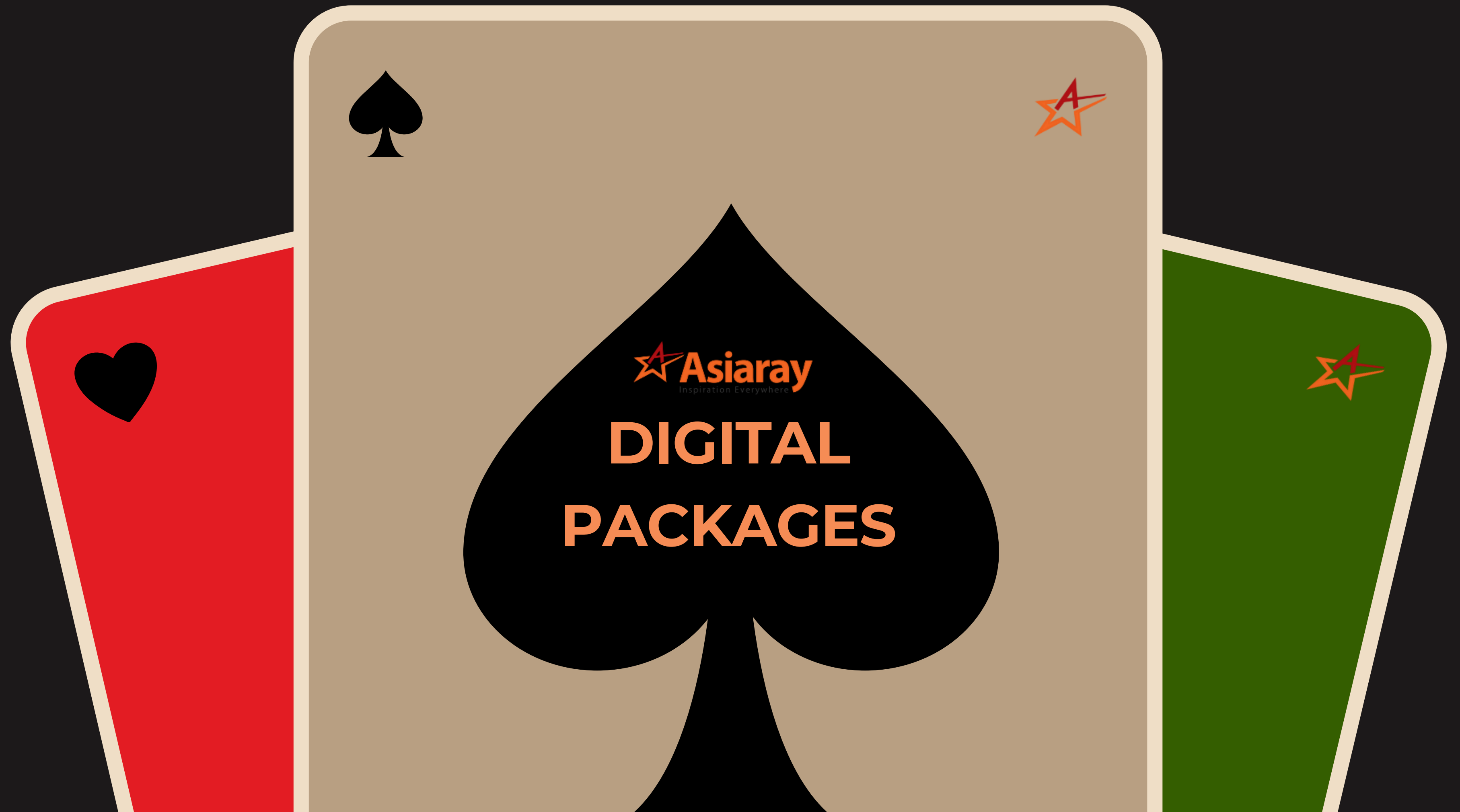
*Exclusive Media Owner of
Thomson-East Coast Line*



18.4M riders
14 KM 199 screens
6 interchanges
27 stations

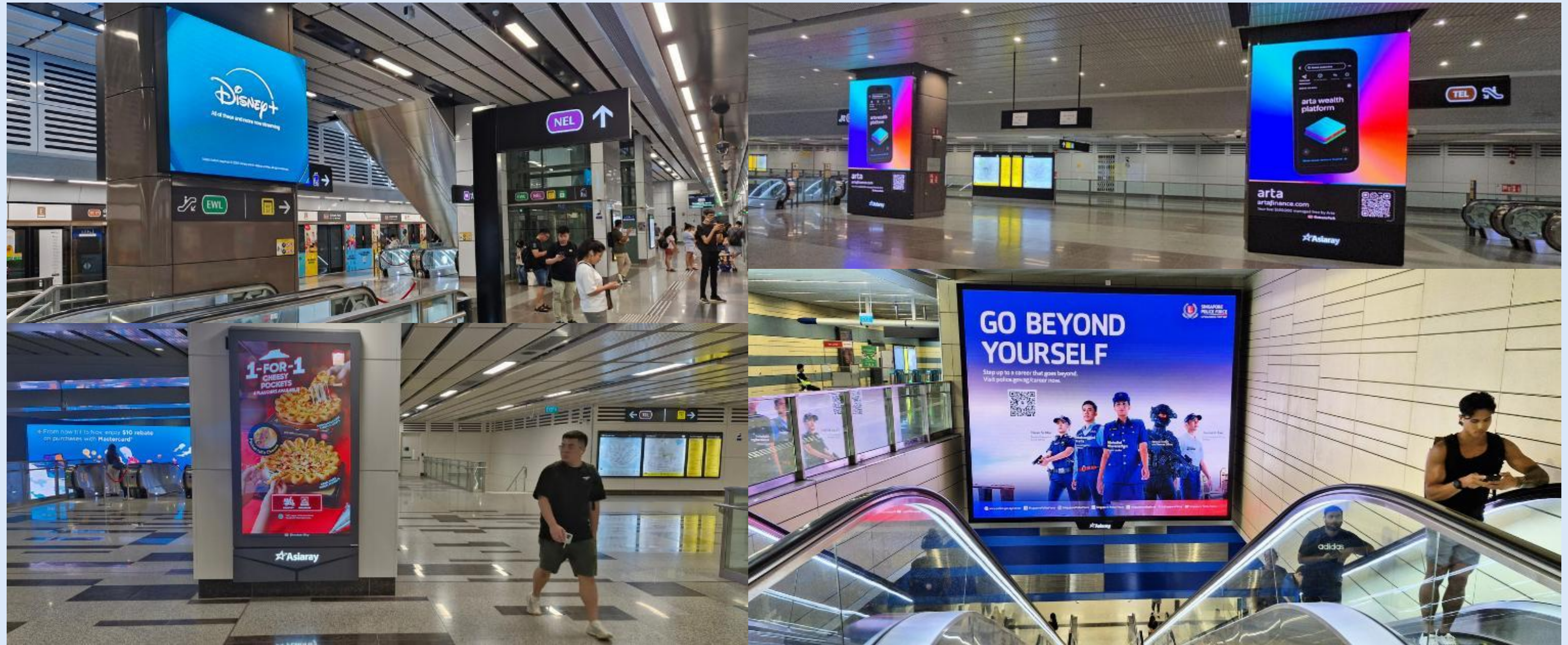
With a network that spans from the north, through key interchange stations, and into Singapore's bustling CBD areas, our screens and platforms provide extensive coverage to connect with diverse audiences.

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



DIGITAL PACKAGES

BUSINESS NETWORK¹



40 Digital Screens

\$32,000 gross
4 weeks
valued at \$289,200

DELIVERABLES

- ◆ 29x 86" Screens
- ◆ 6x 55" Screens
- ◆ 4x Bulk Head Screens
- ◆ 3x Pillar Screens
- ◆ 3x Pillar Crown Screens
- ◆ 10% SOV/ Screen

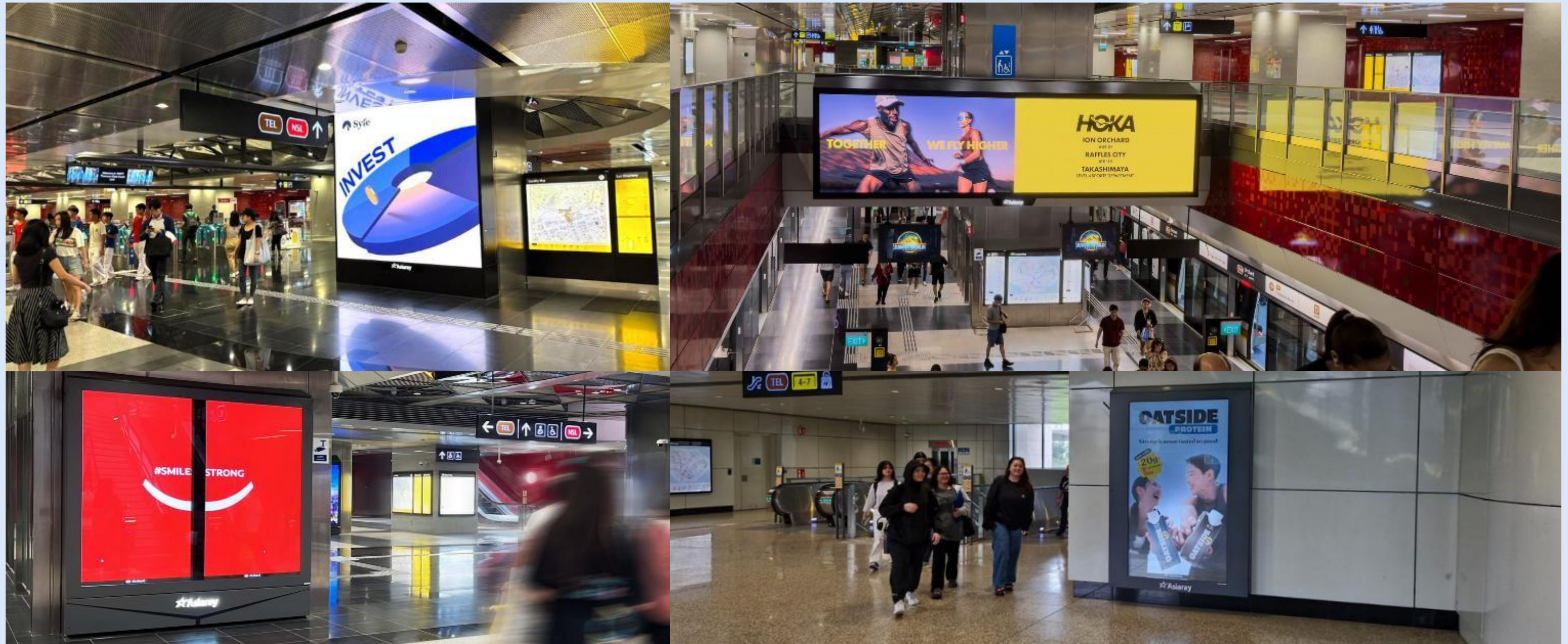
TEL 6 Stations

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

Add-On

20m LED wall \$15,000 gross

RETAIL NETWORK²



60 Digital Screens

\$32,000 gross
4 weeks
valued at \$264,360

DELIVERABLES

- ◆ 49x 86" 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

Add-On

20m LED wall \$15,000 gross

COMPUTER CORE³ NETWORK



60 Digital
Screens

\$40,000 gross
4 weeks
valued at \$388,000

DELIVERABLES

- ◆ 47x 86" Screens
- ◆ 8x 55" Screens
- ◆ 5x Pillar Screens
- ◆ 4x Bulk Head Screens
- ◆ 3x Pillar Crown Screens
- ◆ 10% SOV/ Screen

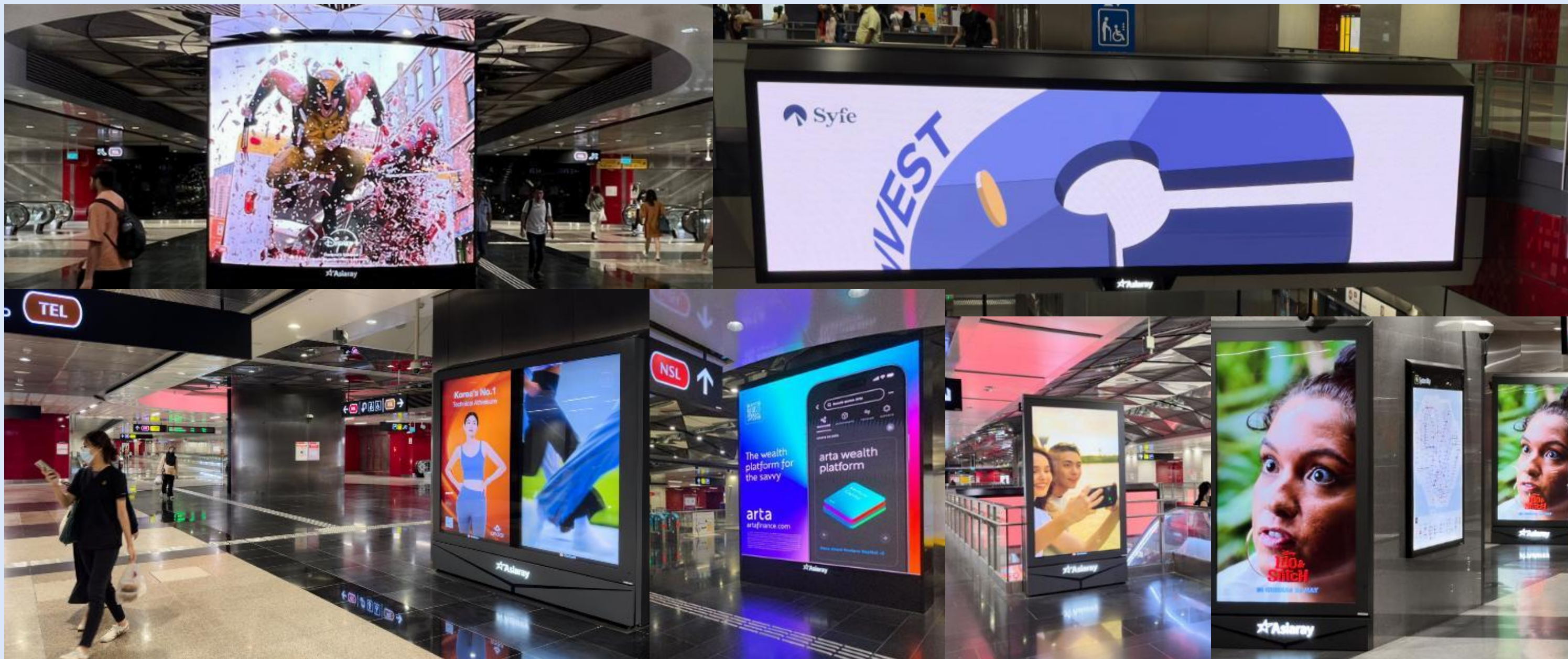
TEL 5 Stations

**Woodlands, Marine Parade, Orchard,
Outram Park, Shenton Way**

Add-On

20m LED wall \$15,000 gross

AFFLUENT⁴ NETWORK



70 Digital
Screens

\$40,000 gross
4 weeks
valued at \$377,880

DELIVERABLES

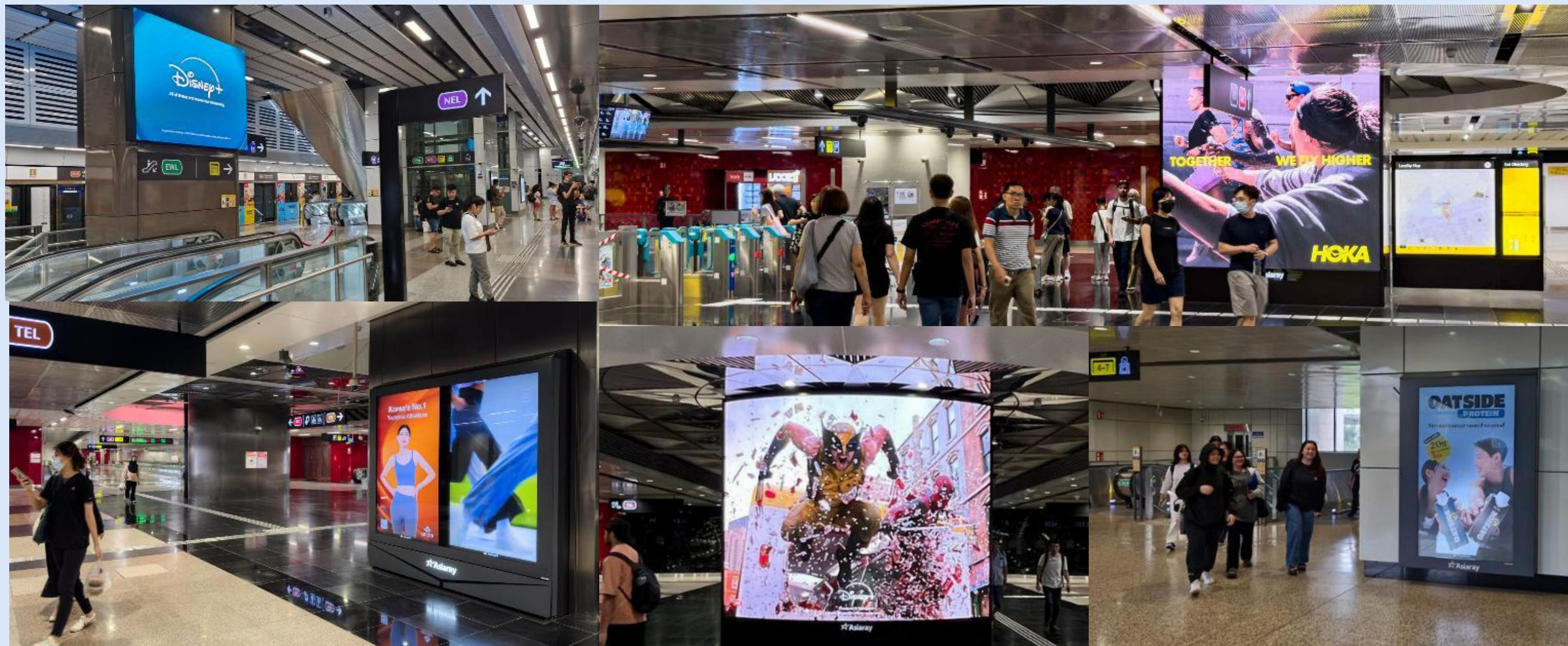
- ◆ 63x 86" Screens
- ◆ 8x 55" Screens
- ◆ 6x Bulk Head Screens
- ◆ 4x Pillar Screens
- ◆ 10% SOV/ Screen

TEL 16 Stations

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

Add-On
20m LED Wall \$15,000 gross

GEN Z NETWORK⁵



60 Digital
Screens

\$40,000 gross
4 weeks
valued at \$344,000

DELIVERABLES

- ◆ 39x 86" Screens
- ◆ 16x 55" Screens
- ◆ 3x Pillar Crown Screens
- ◆ 5x Pillar Screens
- ◆ 4x Bulk Head Screens
- ◆ 10% SOV/Screen

TEL 9 Stations

**Woodlands North & South, Upper Thomson,
Stevens, Orchard, Great World, Outram Park,
Maxwell, Marine Parade**

Add-On

20m LED wall \$15,000 gross

IMPACT+⁶ NETWORK



40 Digital
Screens

\$48,000 gross
4 weeks
valued at \$455,720

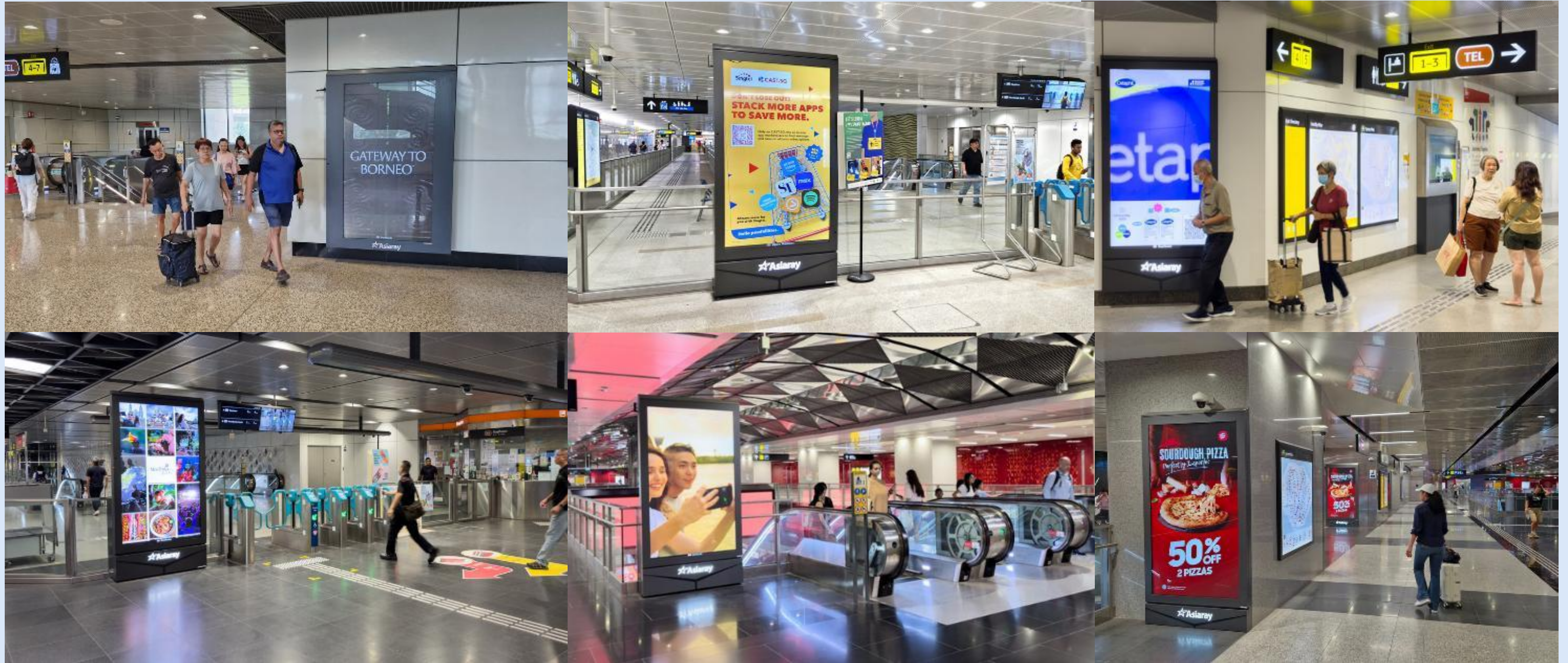
DELIVERABLES

- ◆ 6x Pillar Screens
- ◆ 6x Bulk Head Screens
- ◆ 3x Pillar Crown Screens
- ◆ 1x 20M LED Wall
- ◆ 8x 86" Screens (Landscape)
- ◆ 26x 55" Screens (Portrait & Landscape)
- ◆ 10% SOV/Screen

TEL 13 Stations

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

CONCOURSE 1 86" NETWORK



70 Digital
Screens

\$22,000 gross
4 weeks
valued at \$117,600

DELIVERABLES

- ◆ 70x 86" Screens (Portrait)
- ◆ 10 %SOV/Screen

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

2D DIE CUT & ON 86"



5 Units

\$38,000 gross
4 weeks
valued at \$98,400

DELIVERABLES

- ◆ 2D Die Cut Stickers
- ◆ 5 Units of 86" Screens
- ◆ 100% SOV

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



INTERACTIVE PACKAGES

GAMIFICATION



2 Claw Machines

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

GAME MECHANICS

- ◆ Scan QR Code via mobile phone
- ◆ Mobile phone turns into a controller for gameplay

ADD-ON

- ◆ Floor Sticker (\$5,000 Nett/pc)

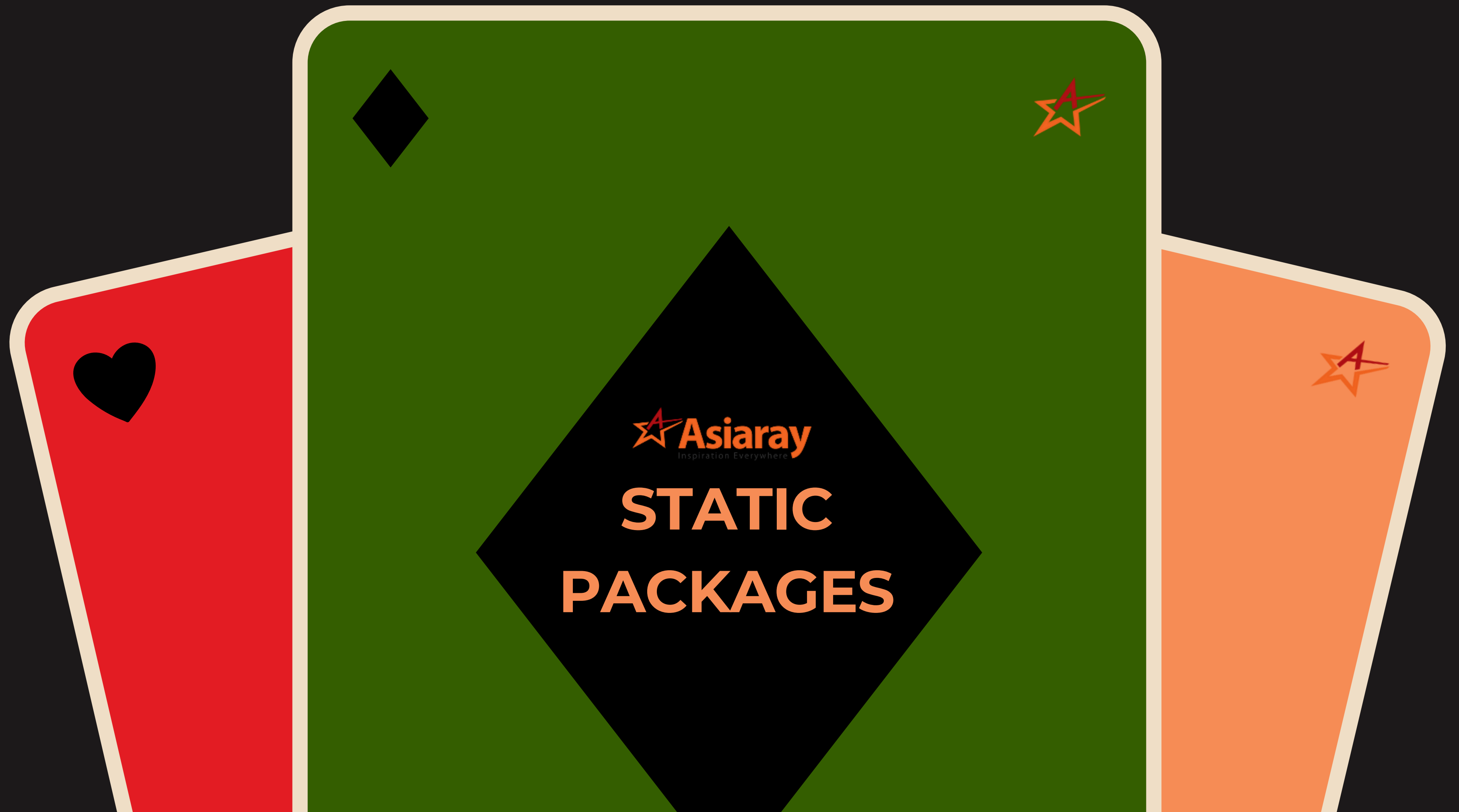
Choice of Game:

Claw Machine, Tetris, Catch & Win

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

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

TEL Elite Stations
Shenton Way,
Maxwell, Orchard



STATIC PACKAGES

PLATFORM STATION DOOR EXTRA

76 Doors/ Station

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

ADD-ON
CONCOURSE 86" NETWORK
\$18,000 gross



TEL Elite Stations
Shenton Way,
Maxwell, Orchard

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

Up to 20 sqm per wall

5X Wallscape
\$28,000 gross
4 weeks
valued at \$47,500

3x Wallscape
\$18,000 gross
4 weeks
valued at \$28,500

TEL Elite Stations
Shenton Way,
Maxwell, Orchard

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

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



BUTTONS

30x Buttons
\$20,000 gross
4 weeks
valued at \$47,500

DELIVERABLES

(Across 27 stations; No selection of sites)



IN-TRAIN PANELS + WINDOW STICKERS

3x Trains
\$30,000 gross
 4 weeks
 valued at \$83,000

DELIVERABLES

- ◆ Panels (62 per train)
- ◆ Window Stickers (32 per train)

ADD-ON

Train Hangers \$6,800/per train
[1,200 pieces]



CONCEPT TRAIN FULL DOMINATION

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

Train Hangers \$6,800/per train
[1,200 pieces]



LIGHTBOX

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)





CONCEPT PACKAGES



ORCHARD CONCEPT- CONCOURSE

Concept Concourse

\$90,000 gross
4 weeks
valued at \$300,000

DELIVERABLES

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

Add-on: \$15,000 gross per 10% SOV for 4 weeks



FOG CONCEPT AT ORCHARD STATION

Fog Screen
\$155,000 gross
4 weeks
valued at \$365,000

DELIVERABLES

- ◆ Fog Machine [4 Hours Daily]
- ◆ Fog Pillar Wrap
- ◆ 20m LED Screen- 10% SOV
 - ◆ 20m Wallscape M3
 - ◆ 20m Floor Sticker

Add-on: \$15,000 gross per 10% SOV for 4 weeks



ORCHARD CONCEPT- TRAVELATOR LINKWAY

Concept Dominance
\$70,000 gross
4 weeks
valued at \$280,000

DELIVERABLES

- ◆ 10x Hanging Banner
- ◆ 40m Floor Sticker
- ◆ 40m Wallscape x 2



New!

GLASS SHOWCASE

TEL Orchard

**1x 86" Glass Showcase
+**

Wall & Floor Sticker

\$65,800 gross
4 weeks
valued at \$125,800

**TEL Woodlands, Marina Bay, Maxwell,
Outram Park [Select 1 Station]**

**4x 65" Glass Showcase
+**

Wall Sticker

\$55,800 gross
4 weeks
valued at \$96,000



STATION ACTIVATION

3 Hours Duration/Session

\$3,000 gross
per session
valued from \$24,000

Top-up: \$1,000/additional hour



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 **28 Feb 2026**

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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