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SmsDome – Moove Media (2025 Q2 Packages)

Updated: 13th May 2025

SmsDome Pte Ltd

T: +65 6767 3663

F: +65 6354 1339

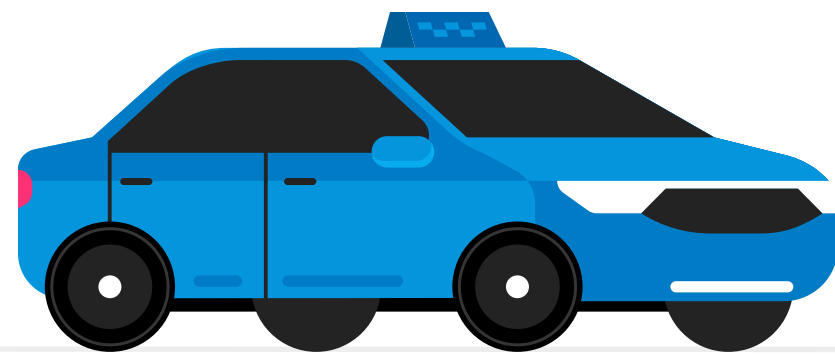
E: info@smsdome.com

A: 47 Jalan Pemimpin, Halcyon 2, #03-01, Singapore 577200



Who We Are

Advertising arm of ComfortDelGro, operating since 2005.



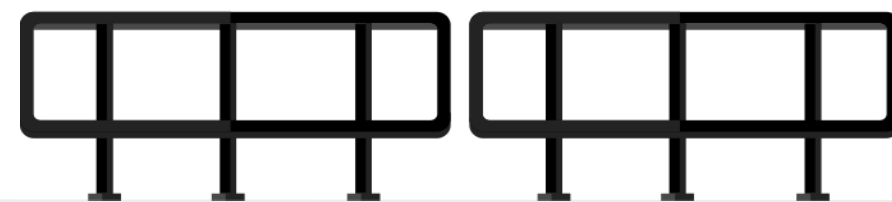
8,500 Taxis



4,500 Buses



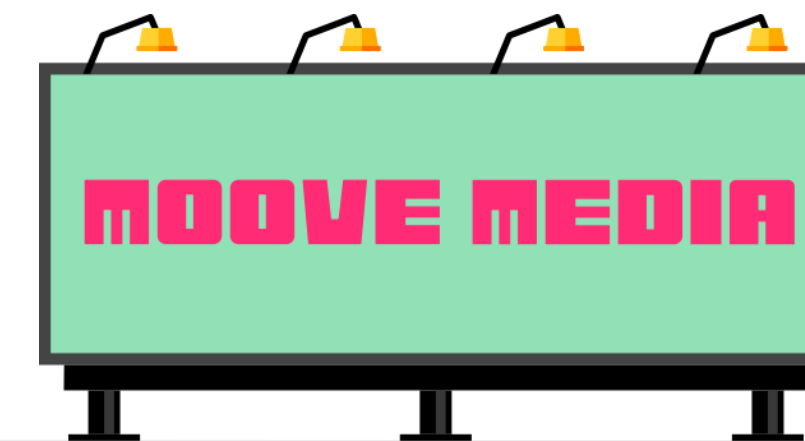
17 NEL + 35 DTL Stations



20 Bus Hubs



Digital Screens



Out-Of-Home Billboards

Public Transport Commuter Specialist

2.6M

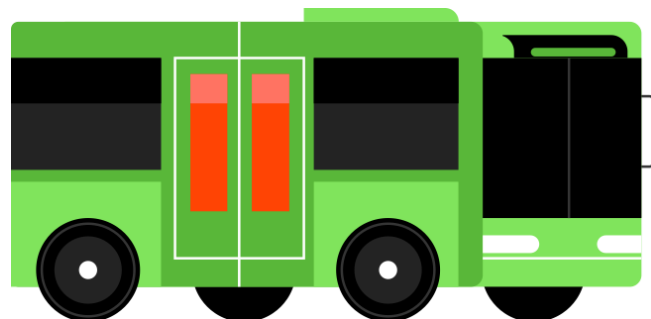
Impressions
Per month per
50 taxis



8,500 Taxis

1.3M

Impressions
Per month per
Bus



4,500 Busses

95M

Impressions
Per month



52 Rail Stations

78M

Impressions
Per month



17 Impact Screens

233M

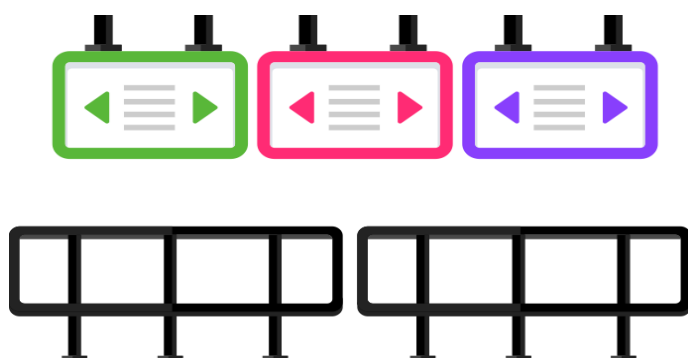
Impressions
Per month



100 Portrait
Screens

43M

Footfalls
Per month



20 Bus Hubs

Popular Packages

4 Door Cabs

50 Cabs

+

500 Unit

1 advertiser spot
4 weeks

4 weeks

\$15,000

gross

Valued at \$51,000



In –cab Display

100 Cabs

+

500 Unit

1 advertiser spot
4 weeks

8+4 weeks

\$48,500

gross

Valued at \$170,000

500 In-cab display screens are installed in a stand alone fleet
Added On Dynamic Cab 10% SOT \$8,000 (Valued \$20,000)



Mega Cabs+

50 Cabs
8+4 weeks

+

BONUS In-Cab Display

500 Unit

1 advertiser spot
4 weeks

Bonus

Boot extension with U-Shape Rear

Bonnet extension with U-Shape Front

Windscreen Sunshade Sticker

Rear Windscreen Extension

\$43,000

gross
Valued at \$167,750

100 Cabs
8+4 weeks

+

BONUS In-Cab Display

500 Unit

1 advertiser spot
4 weeks

Bonus

Boot extension with U-Shape Rear

Bonnet extension with U-Shape Front

Windscreen Sunshade Sticker

Rear Windscreen Extension

\$77,000

gross
Valued at \$315,000

500 In-cab display screens are installed in a stand alone fleet
Added On Dynamic Cab 10% SOT \$8,000 (Valued \$20,000)

Windscreen Sunshade
+ Rear Windscreen Extension

Boot Extension with U-Shape Rear

Bonnet Extension with U-Shape Front

In Cab Display

MOOVE MEDIA

Jewel Cabs+

50 Cabs
8+4 weeks

+

BONUS In-Cab Display

500 Unit

1 advertiser spot
4 weeks

- Bonus
- Boot extension with U-Shape Rear

Bonnet extension with U-Shape Front

Windscreen Sunshade Sticker

Rear Windscreen Extension

\$72,900

gross

Valued at \$220,500

100 Cabs
8+4 weeks

+

BONUS In-Cab Display

500 Unit

1 advertiser spot
4 weeks

- Bonus
- Boot extension with U-Shape Rear

Bonnet extension with U-Shape Front

Windscreen Sunshade Sticker

Rear Windscreen Extension

\$141,000

gross

Valued at \$460,500

500 In-cab display screens are installed in a stand alone fleet
Added On Dynamic Cab 10% SOT \$8,000 (Valued \$20,000)



Windscreen Sun Shade
+ Rear Windscreen Extension



Boot Extension with U-Shape Rear



Bonnet Extension with U-Shape Front



In Cab Display

EV Cabs+

50 Cabs
8+4 weeks

+

BONUS In-Cab Display

500 Unit

1 advertiser spot
4 weeks

- Bonus
- Boot extension with U-Shape Rear

Bonnet extension with U-Shape Front

Windscreen Sunshade Sticker

Rear Windscreen Extension

\$54,400

gross
Valued at \$182,300

500 In-cab display screens are installed in a stand alone fleet
Added On Dynamic Cab 10% SOT \$8,000 (Valued \$20,000)



Windscreen Sun Shade
+ Rear Windscreen Extension



Boot Extension with U-Shape Rear



Bonnet Extension with U-Shape Front



In Cab Display

3D Cabs

20 Cabs
8+4 weeks

+

BONUS In-Cab Display

500 Unit

1 advertiser spot
4 weeks

Bonus

Windscreen Sun Shade Sticker

Boot Extension / Bumper Sticker

\$53,000

gross
Valued at \$113,900

500 In-taxi digital screens are installed in a stand alone fleet



Windscreen Sun Shade
+ Rear Windscreen Extension



Boot Extension with U-Shape Rear



Bonnet Extension with U-Shape Front



In Cab Display

Showcase Cabs

20 Cabs
8+4 weeks

+

BONUS In-Cab Display

500 Unit

1 advertiser spot
4 weeks

Bonus

Windscreen Sun Shade Sticker

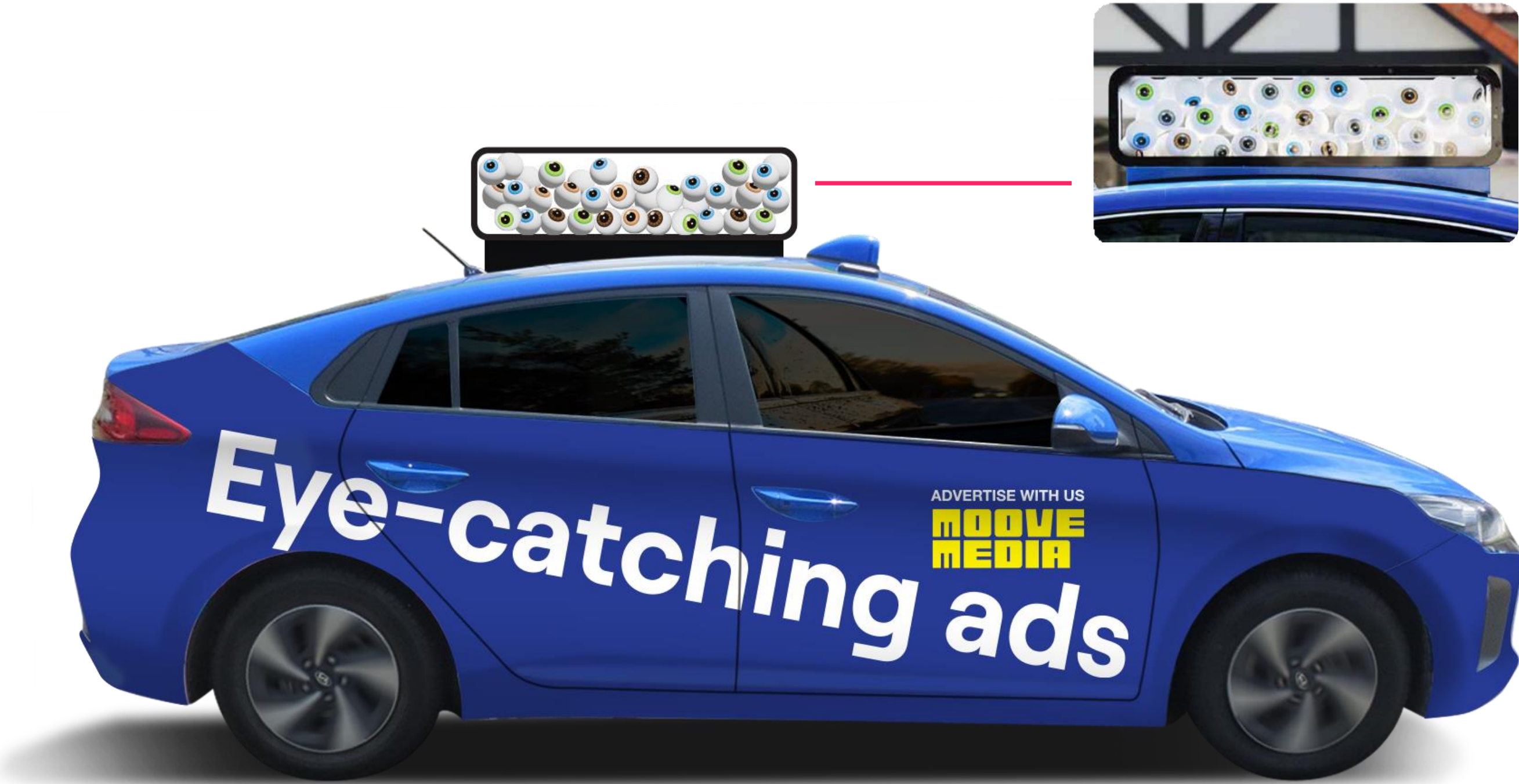
Boot Extension / Bumper Sticker

\$53,000

gross
Valued at \$113,900

Additional production cost for complex 3D

500 In-taxi digital screens are installed in a stand alone fleet



Windscreen Sun Shade
+ Rear Windscreen Extension



Boot Extension with U-Shape Rear



Bonnet Extension with U-Shape Front



In Cab Display

NEW

Dynamic Cab + In Cab Display

4 weeks

\$18,800 gross
Valued at \$40,000

In Cab Display

Entitlements: 5% SOV (ICD) and 10% SOV (DC) (15 sec per spot)
Loop Duration (ICD) : 5 mins per loop (Up to 20 spots per loop)
Estimated Exposure (ICD) : Minimum 4 spots per ride based on average taxi ride duration (20 mins)

In-Cab Display Features



Distraction-Free Environment

Maximize message visibility and brand recall



Targeted messaging

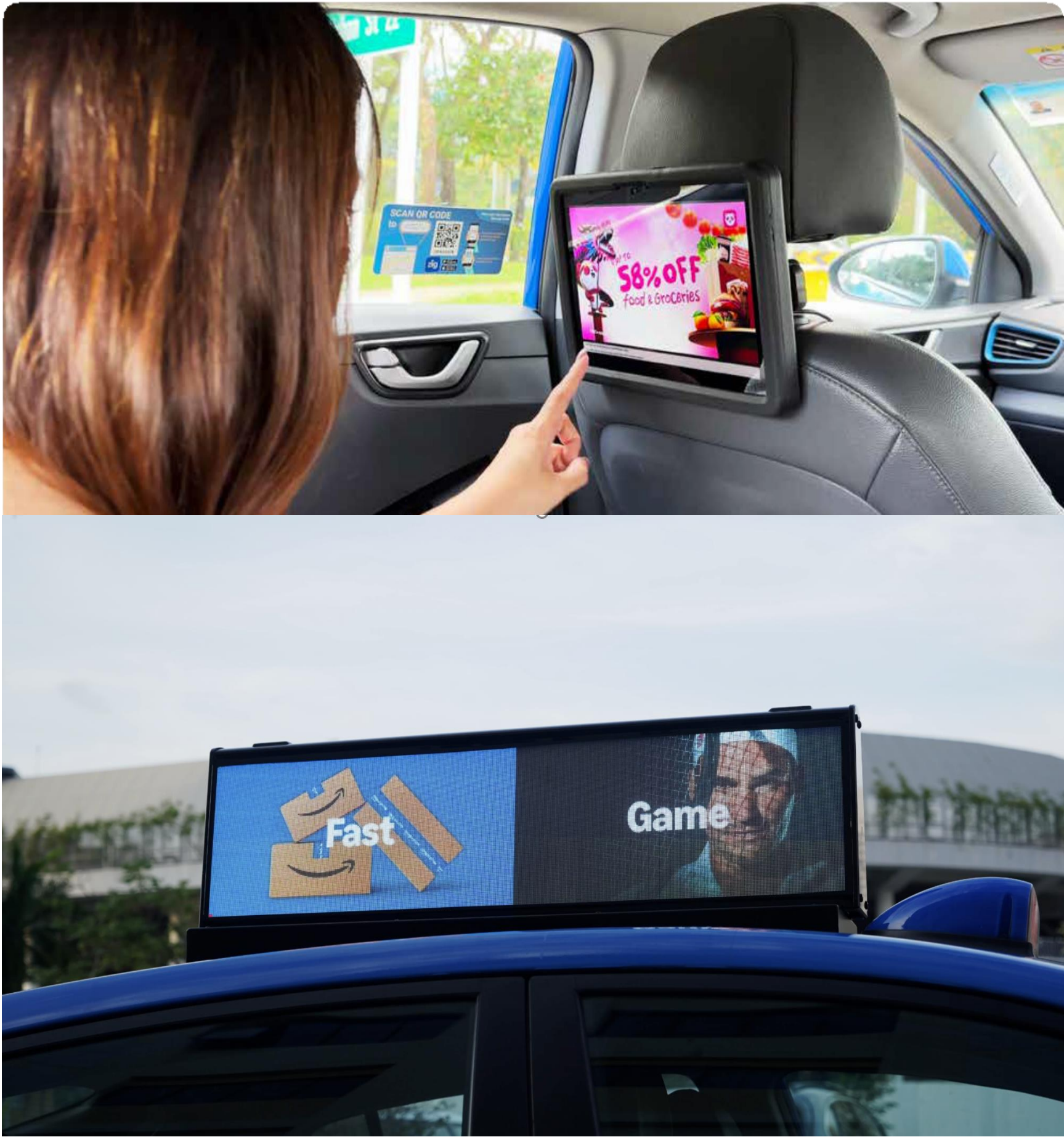
Message reaches the right target audience



Dynamic content

Go beyond static images with video and captivating experiences

Dynamic Cab 10% SOT (15 sec per spot)



Single Deck & Digital

5 Buses

1 Commercial, 1 Financial,
2 Satellite, 1 Multi-Route

8+4 weeks

1 Screen

*Any residential screen
15 sec

4 weeks

Bonus

1 Single Deck Wholly Painted (Multi-Route only)

\$55,400

gross

Valued at \$123,760

BONUS In-Cab Display

500 Unit

1 advertiser spot
4 weeks



Wholly Painted Single Deck

8 Buses

1 Commercial, 2 Financial,
3 Satellite, 2 Multi-Route

8+4 weeks

1 Screen

*Any residential screen
15 sec

4 weeks

Bonus

2 Single Deck Wholly Painted (Multi-Route only)

\$76,800

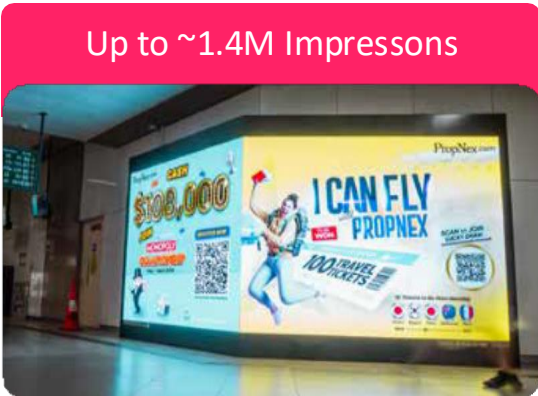
gross

Valued at \$169,360

BONUS In-Cab Display

500 Unit

1 advertiser spot
4 weeks



Up to ~1.4M Impressions

Bedok V-wall



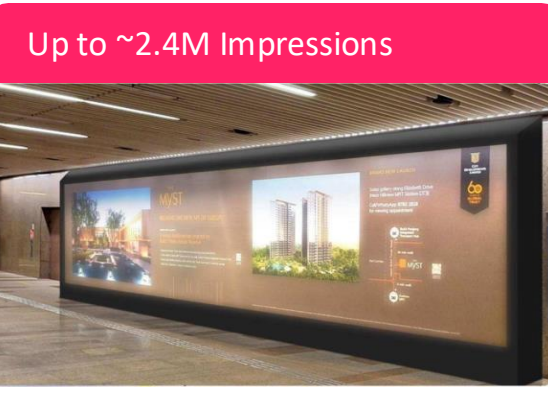
Up to ~512K Impressions

Clementi Joy



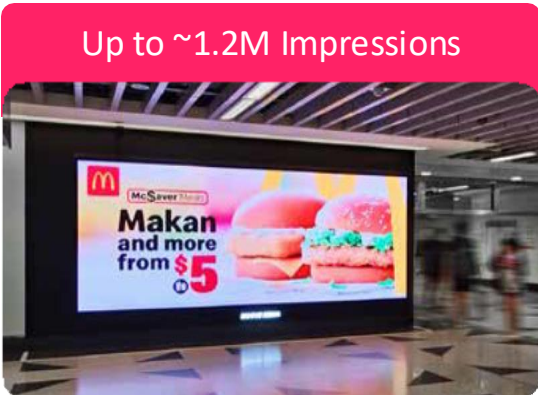
Up to ~1.6M Impressions

Yishun Boom



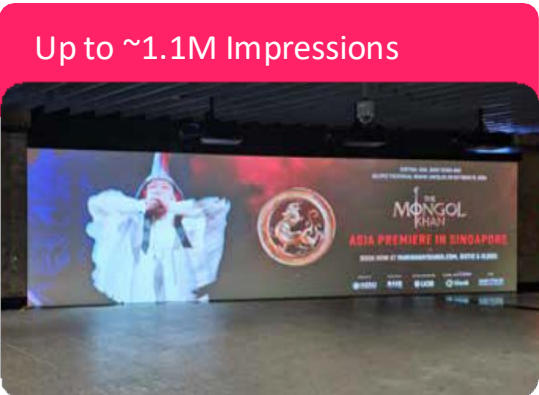
Up to ~2.4M Impressions

Bukit Panjang Green



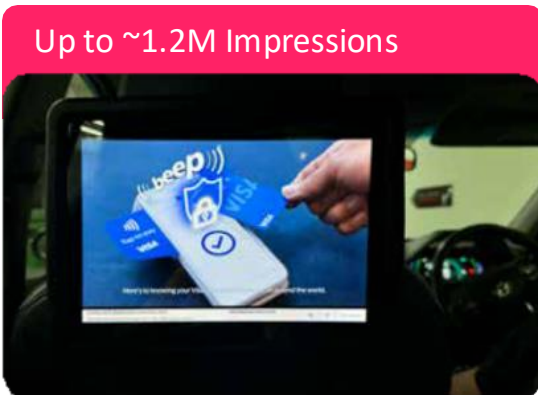
Up to ~1.2M Impressions

Woodleigh Wiz



Up to ~1.1M Impressions

Beauty World Belle



Up to ~1.2M Impressions

In-Cab Display

*Choose from Bedok V-wall, Clementi Joy, Yishun Boom, Woodleigh Wiz, Beauty World Belle or Bukit Panjang Green

MOOVE MEDIA

Double Deck & Digital

5 Buses

1 Commercial, 1 Financial,
2 Satellite, 1 Multi-Route

8+4 weeks

1 Screen

*Any residential screen
15 sec

4 weeks

&

Bonus

1 Double Deck Wholly Painted (Multi-Route only)

6 Buses Stairwell

BONUS In-Cab Display

500 Unit

1 advertiser spot
4 weeks

\$83,800

gross
Valued at \$199,000

8 Buses

1 Commercial, 2 Financial,
3 Satellite, 2 Multi-Route

8+4 weeks

1 Screen

*Any residential screen
15 sec

4 weeks

&

Bonus

2 Double Deck Wholly Painted (Multi-Route only)

10 Buses Stairwell

BONUS In-Cab Display

500 Unit

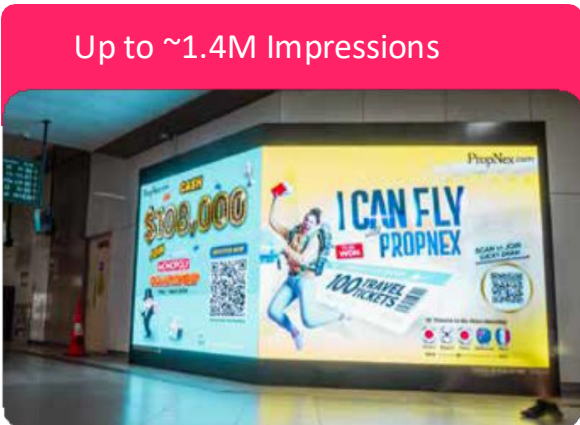
1 advertiser spot
4 weeks

\$117,000

gross
Valued at \$303,980

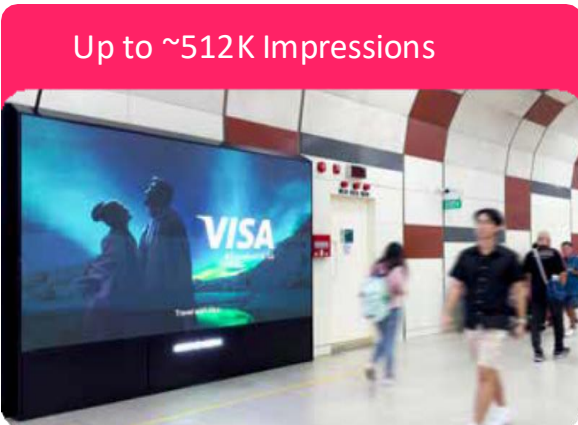


Wholly Painted Double Deck



Up to ~1.4M Impressions

Bedok V-wall



Up to ~512K Impressions

Clementi Joy



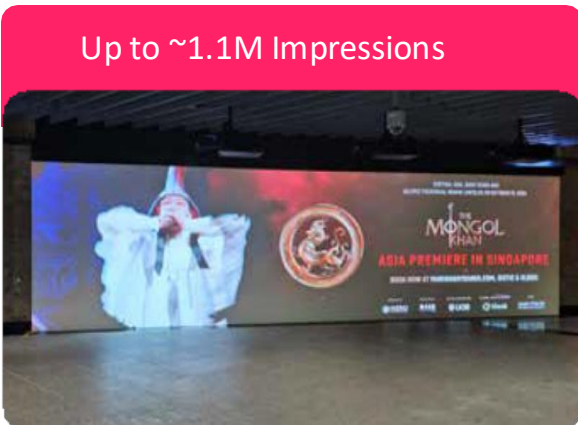
Up to ~1.6M Impressions

Yishun Boom



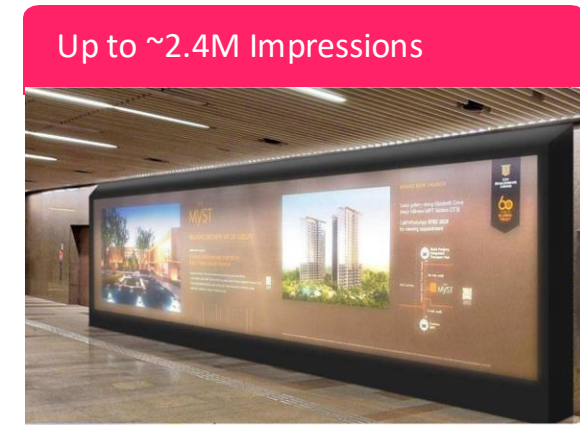
Up to ~1.2M Impressions

Woodleigh Wiz



Up to ~1.1M Impressions

Beauty World Belle



Up to ~2.4M Impressions

Bukit Panjang Green



Up to ~1.2M Impressions

In-Cab Display



Stairwell

*Choose from Bedok V-wall, Clementi Joy, Yishun Boom, Woodleigh Wiz, Beauty World Belle or Bukit Panjang Green

MOOVE MEDIA

Double Deck Bus Rear

7 Buses

4 Satellite, 2 Heartland, 1 Multi route

8+4 weeks

Bonus 1 Double Deck Bus Rear (Multi Route only) 8 Buses Stairwell

\$41,600 gross
Valued at \$78,544

Stairwell



Single Deck Big Top

5 Buses

1 Commercial, 2 Financial,
2 Satellite (SBST only)

8+4 weeks

&

1 Screen

*Any residential screen
15 sec

4 weeks

\$67,000

gross
Valued at \$147,000

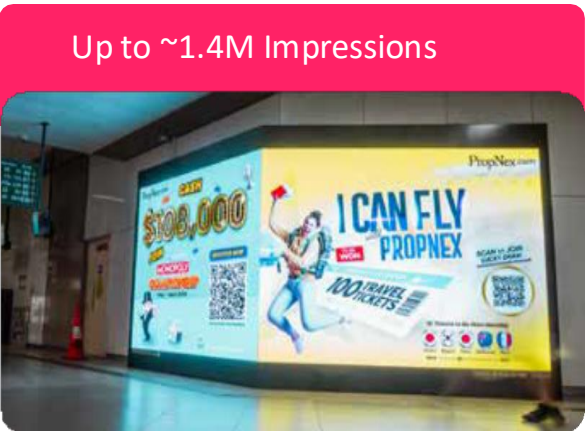
*Choose from Bedok V-wall, Clementi Joy, Yishun Boom, Woodleigh Wiz, Beauty World Belle or Bukit Panjang Green

Big Top Lit

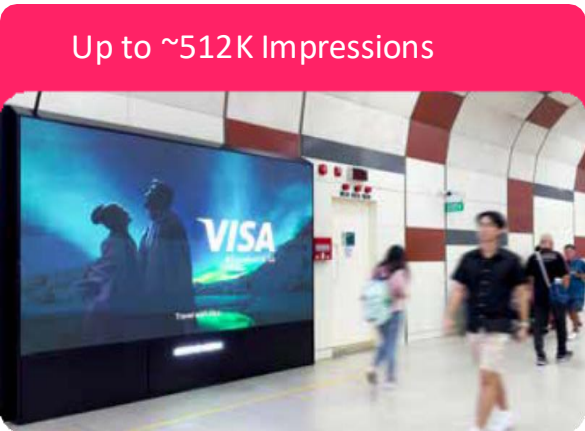
Add-on \$10,000 nett per bus for Lights on top



Single Deck Big Top Bus



Bedok V-wall



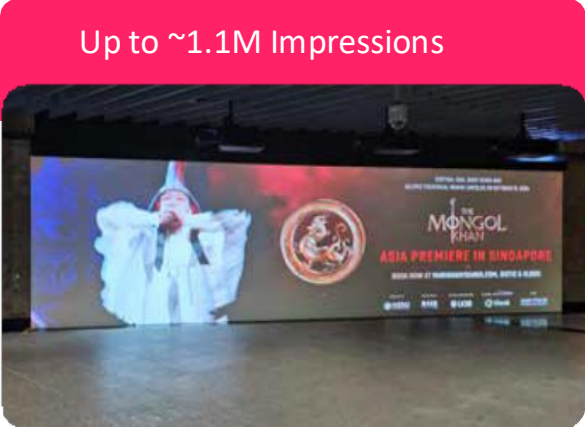
Clementi Joy



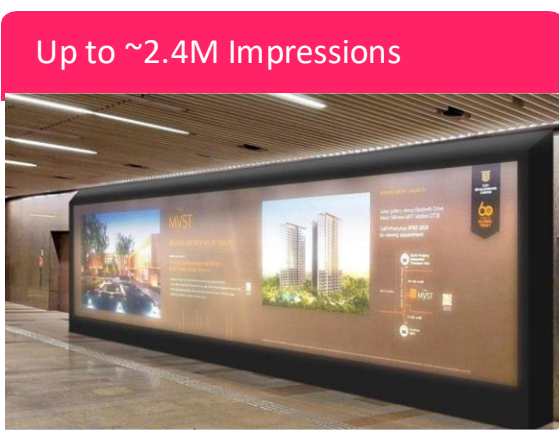
Yishun Boom



Woodleigh Wiz



Beauty World Belle



Bukit Panjang Green

Mooving 6-Sheets+

20 Buses

5 Satellite, 10 Heartland, 5 Multi Route

4 weeks

\$48,000 gross
Valued at \$71,200

Mooving 6-Sheets Features



Fast Turnaround

Approval and installation
within 3 weeks



Extensive Coverage

Over 800 bus shelters daily



Effective

89% call to action after seeing
Mooving 6 sheet bus ad
(Results from PCR study conducted)



MOOVE MEDIA

Radio on Rail - *Be Heard on the Move*

Radio on Rail Features



Captive Audience

Audible on both
concourse and platform level



High Frequency

Full day coverage with
spots across 18 hours



Budget Friendly

Spots will only cost
\$13 per spot



2000 spots each station

30 sec per spot

4 weeks

\$32,000

gross for 3 stations

Valued at \$85,000

~8.7M Total Impressions

NEL: Dhoby Ghaut, HarbourFront, Serangoon, Chinatown, Sengkang & Punggol

DTL: Bugis, Downtown, Chinatown & Telok Ayer

Choose any 2 NEL stations and 1 DTL Station

MOOVE MEDIA

DTL/NEL Enhanced In-Train

3 DTL Trains

Up to 3 creatives per train + 1 creative for hanger

4 weeks

- Includes
- Extended In-train panels
- Window stickers
- Hangers

\$31,000 gross
Valued at \$89,500

2 NEL Trains

Up to 3 creatives per train + 1 creative for hanger

4 weeks

- Includes
- Mid-strips
- In-train panels
- Window stickers
- Hangers

\$34,700 gross
Valued at \$124,320

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

\$500 to \$1,000 per train for complex die-cut Window Stickers



DTL Train

NEL Train

Hangers

1M Impressions Guaranteed PSD

Stations are selected based on MooveSMART Data Persona recommendation

3 DTL Classic PSD

4 weeks

\$30,000 gross
Valued at \$64,500

Package is applicable across all personas (P18+),
separate loading applies for any demographic
permutations.

Run of site recommended by data from

**MOOVE
SMART**

Add On

Radio On Rail + 1 NEL Station @\$12,000
+ 1 DTL Station @ \$8,000



MOOVE MEDIA

DTL+NEL

1+1 Trains

Up to 3 creatives per train + 1 creative for hanger

4 weeks

Includes

DTL	Extended In-train panels	Window stickers	Hangers	
NEL	Mid-strips	In-train panels	Window stickers	Hangers

\$30,400

gross
Valued at \$91,980

Add On	\$500 to \$1,000 per train for complex die-cut Window Stickers
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DTL Train

NEL Train

Hangers

DTL/NEL Concept Train

1 DTL Train

Up to 3 creatives per train

4 weeks

Includes

Extended in-train panels

Window stickers

15sqm floor stickers

Connectors & walls

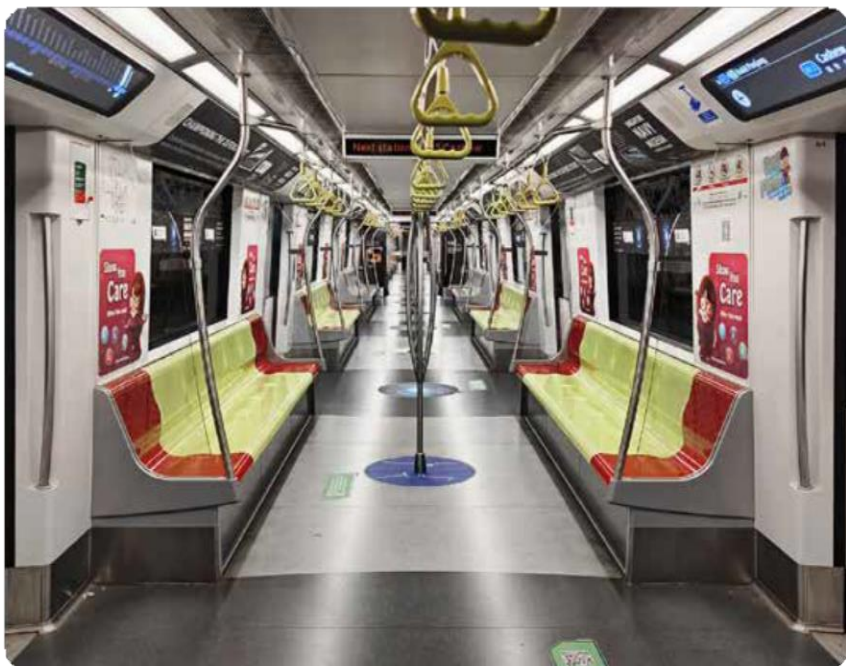
\$29,400

gross

Valued at \$43,700



DTL Train



1 NEL Train

Up to 3 creatives per train

4 weeks

Includes

In-train panels

Window stickers

Mid-strips

36sqm floor stickers

Connectors

\$35,700

gross

Valued at \$78,900



NEL Train



Add On

\$500 to \$1,000 per train for complex die-cut Window Stickers

\$25,000 production add on for Seatless Cabin (NEL)

MOOVE MEDIA

DTL/NEL Prime + Classic PSDC+

1 Prime + 1 Classic DTL

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

4 weeks

\$49,000 gross
Valued at \$69,000

1 Prime + 1 Classic NEL

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

4 weeks

\$76,000 gross
Valued at \$102,000

Add On
Radio On Rail + 1 NEL Station @\$12,000
+ 1 DTL Station @ \$8,000



DTL/NEL Classic PSDC+

2 Classic DTL

Up to 2 creatives for PSD
4 weeks

\$24,000 gross
Valued at \$51,000



2 Classic NEL

Up to 4 creatives for PSD
4 weeks

\$42,000 gross
Valued at \$73,600



Add On
Radio On Rail + 1 NEL Station @ \$12,000
+ 1 DTL Station @ \$8,000

NEL DBG Concept Pillars

Dhoby Ghaut

Pillar 11-14 without floor sticker

4 weeks

\$58,000

gross

Valued at \$77,300

Add On

Floor Sticker Production nett at \$20,000



MOOVE MEDIA

DTL & NEL Fully Wrapped Faregates

No wrap on priority faregate

1 DTL Station

4 weeks

\$17,000 gross
Valued at \$43,000



1 NEL Station

4 weeks

\$19,000 gross
Valued at \$47,000



Add On \$600 per faregate beyond 15 units

Rail Wallscapes

Choose from DTL/NEL, exclude Super Prime Stations & concept wallscapes Valid for any wallscapes up to 20 sqm

3 Walls

4 weeks

\$22,000

gross

Valued at \$44,100

5 Walls

4 weeks

\$36,000

gross

Valued at \$73,500



MOOVE MEDIA

Bus Hub Wallscapes

2 Walls

Valid for any wallscapes up to 40sqm for 2 walls

4 weeks

\$14,000

gross

Valued at \$27,000 (estimated)

4 Walls

Valid for any wallscapes up to 80sqm for 4 walls

4 weeks

\$24,000

gross

Valued at \$54,000 (estimated)



MOOVE MEDIA

Concept Bus Hub

1 Wallscape

1 Queue Beth

1 Floor Sticker (6m x 6m, 36sqm)

per Hub

1 Hub

4 weeks

\$27,000

gross
Valued at \$46,000

3 Hubs

4 weeks

\$65,000

gross
Valued at \$137,300



Residential Network

- Woodleigh Wiz
- Beauty World Belle
- Clementi Joy
- Yishun Boom
- Bedok V-Wall
- Bukit Panjang Green
- Punggol Coast Duo

3 Screens

4 weeks

\$26,400

gross
Valued at \$96,000

5 Screens

4 weeks

\$31,000

gross
Valued at \$160,000

7 Screens

4 weeks

\$35,000

gross
Valued at \$240,000

- 10% SOV each screen
- 1st upload fee waived, \$2,500 per additional upload
- Campaign must run in the same period

Up to ~5.4M Total Impressions



MOOVE MEDIA

City Network

- HBF Twist

Bugis Runway

Bugis V-wall

Serangoon Groove

Newton Jazz

Chinatown Zen

Up to ~23.2M Total Impressions

6 Screens

4 weeks

\$66,000
gross
Valued at \$198,000

- 10% SOV each screen
- 1st upload fee waived, \$2,500 per additional upload
- Strictly no futher discounts & half pack
- Campaign must run in the same period

Add On
\$28,000 for DBG Wonderwall + Downtown Aura
\$16,000 for Wonderwall **OR** Downtown Aura



HBF Twist



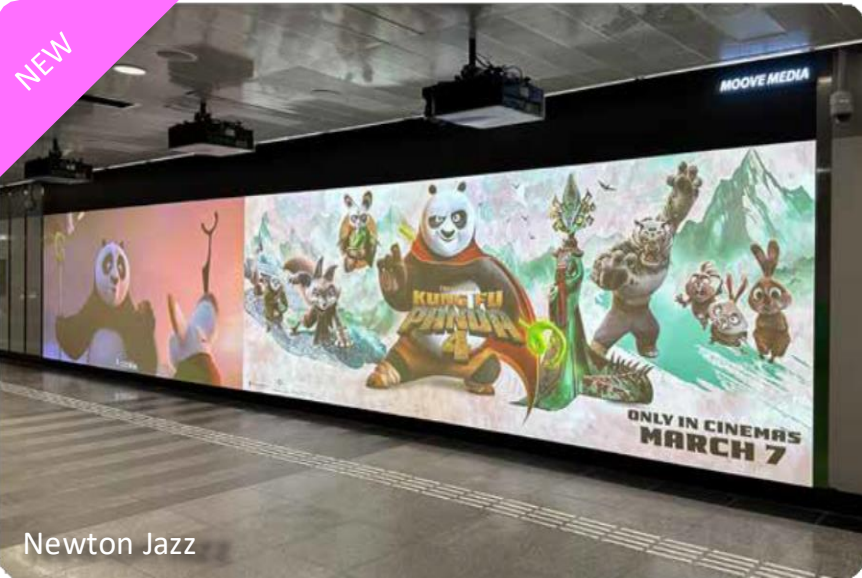
Bugis Runway



Bugis V-wall



Serangoon Groove



Newton Jazz



Chinatown Zen



Impact Network

With purchase of any digital network package

1 Screen

DBG Great Wall or Outram Travellator

4 weeks

\$42,000

gross

Valued at \$60,000

10% SOV each screen

1st upload fee waived, \$4,500 per additional upload

Campaign must run in the same period

Up to ~15.3M Impressions

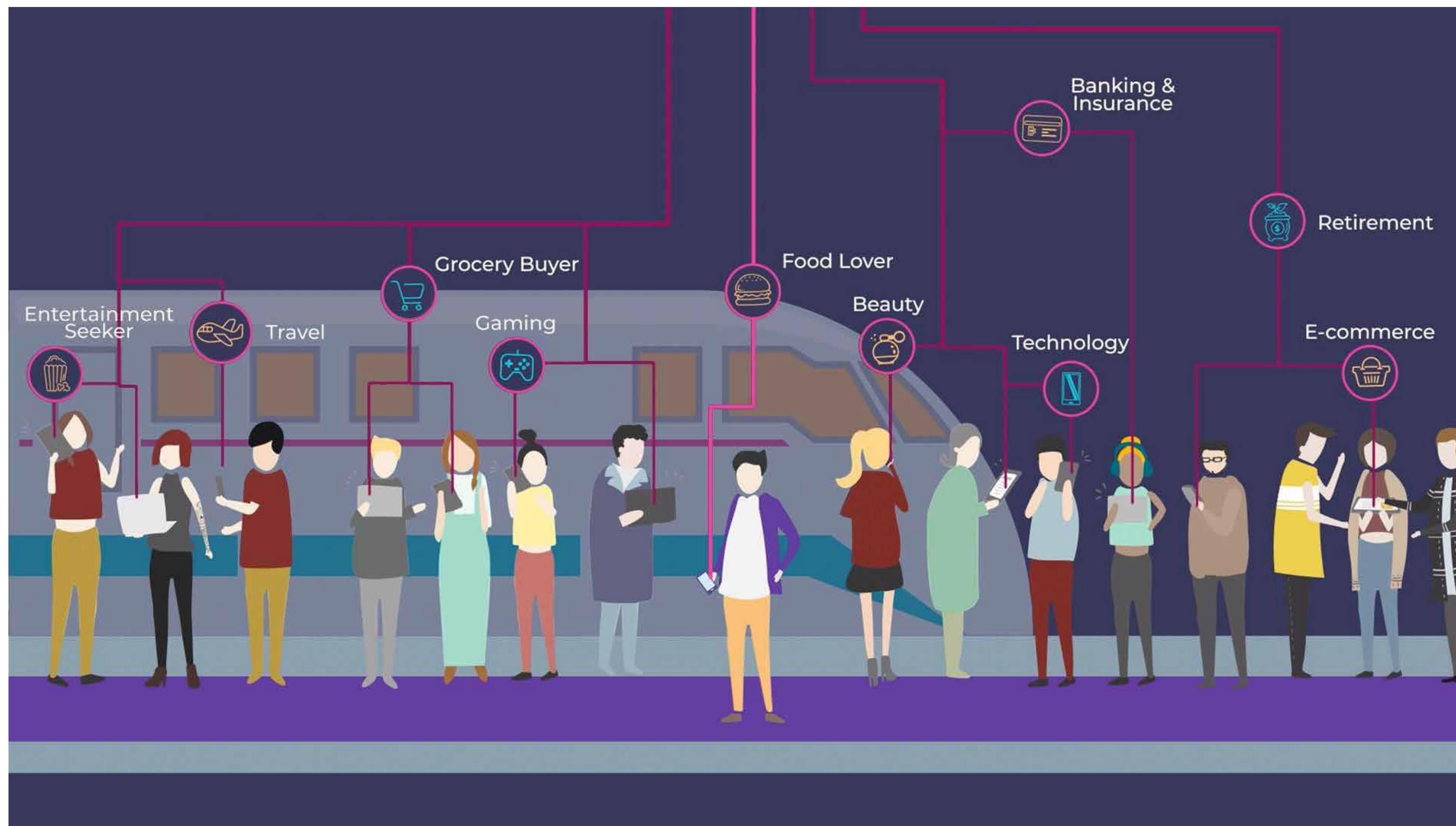


Up to ~18.7M Impressions



MOOVE MEDIA

Persona Based Buying



MOOVE SMART

We have developed 16 Audience Personas on MooveSMART, our audience data dashboard. Reach and impressions for each Persona enables strategic placements of campaigns across Moove Media's networks, improving the relevance of content.

Powered by

MOOVE MEDIA



MOOVE MEDIA

Meet the Personas

- | | | | |
|-----------------|----------------------------|-----------------------|---|
| Job Seekers | ECommerce Shoppers | Travel Interest | Grocery Buyers |
| Retirement | Entertainment Seekers | Food Lovers | Health-Conscious Active Lifestyle Seekers |
| Car Owners | Family Builders | Gaming Interest | Beauty Services Seeker |
| Property Owners | Banking Insurance Interest | Tech Smartphone Users | Fashion Luxury Brand Shoppers |

To find your persona, contact our Moove campaigners now!



Station Classification

DTL



Super Prime

Bugis

Bukit Panjang

Downtown

Newton

Tampines

Prime

Bayfront

Beauty World

Botanic Gardens

Chinatown

Expo

Little India

Macpherson

Promenade

Tampines East

Telok Ayer

Classic

Bedok North

Bedok Reservoir

Bendemeer

Bencoolen

Cashew

Fort Canning

Geylang Bahru

Hillview

King Albert

Jalan Besar

Kaki Bukit

Mattar

Rochor

Sixth Avenue

Stevens

Tampines West

Tan Kah Kee

Upper Changi

Ubi

Hume

NEL



Super Prime	Dhoby Ghaut	Harbourfront	Serangoon				
Prime	Chinatown	Little India	Outram Park	Punggol	Punggol Coast	Sengkang	Hougang
Classic	Boon Keng	Buangkok	Clark Quay	Farrer Park	Kovan	Potong Pasir	Woodleigh

Terms & Conditions

- All campaigns must commence by **30th October 2025.**
- All packages stated in gross are fully agency commissionable, unless otherwise stated.
- 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.
- Net 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 content uploading fee.

Additional uploads are chargeable @\$2,500 per upload per network screen. Additional uploads for DBG GreatWall and or Outram Travellator @\$4,500 per upload.

- All terms stated above are subject to regulatory approval.
- All prices are before GST.
- The above T&Cs are subject to change at Moove Media Pte Ltd's discretion.

Contact

SmsDome Help Desk

Mobile/WhatsApp: 9730 2624

info@smsdome.com

SmsDome Pte Ltd

A: 47 Jalan Pemimpin, Halcyon 2, #03-01, Singapore 577200

