JCDECAUX MALL ADVERTISING

ION ORCHARD

2010
ABOUT ION ORCHARD...

**FAST FACTS**

- Strategically located **above Orchard MRT**, at the junction of Orchard and Paterson Road

- **8 Retail Levels** within a 218m-tall, 56-storey luxury building

- Stretches over **660,000 sq feet** housing over 330 retail, F&B and entertainment stores

- **6 Duplex Flagship stores** fronting Orchard Road include Cartier, Christian Dior, Louis Vuitton, Prada, Emporio Armani and Dolce & Gabbana.

- **Projected shopper traffic** of between **80,000 ~ 100,000 visitors on weekdays** and **104,000 ~ 130,000 visitors on weekends**

- **48 floors with 175 high-end residential apartments** - Orchard Residences

**Target Audience:**

- The Mall attracts **high-, mid- and upper mid-end consumers segments** for both premium international brands and popular mass high street labels
Address:
ION ORCHARD
2 Orchard Turn
Singapore 238801
TYPES OF ADVERTISING OPPORTUNITIES

(1) ION NORTH ENTRANCE
### North Entrance

**Entrance from & Exit to Orchard Rd**

<table>
<thead>
<tr>
<th>FORMAT TYPE</th>
<th>NO. OF UNITS</th>
<th>DISPLAY FORMAT</th>
<th>ESTIMATED PRODUCTION COST</th>
<th>MEDIA RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>BULKHEAD PANEL</td>
<td>1</td>
<td>Stickers</td>
<td>$4,000</td>
<td>$12,000 Per week</td>
</tr>
<tr>
<td>ESCALATOR &amp; STAIR WALLS</td>
<td>4</td>
<td>Stickers</td>
<td>$33,400</td>
<td></td>
</tr>
</tbody>
</table>

**Material Sizes:**
- 5.7 (W) x 1.8 (H) m: Bulkhead Panel
- 36 (W) x 9.9 (H) m: next to escalator
- 14.3 (W) x 5.1 (H) / 16.0 (W) x 4.8 (H) m: next to staircase
TYPES OF ADVERTISING OPPORTUNITIES

(II) ION SOUTH ENTRANCE
### Entrance from & Exit to Orchard Boulevard

<table>
<thead>
<tr>
<th>NO. OF UNITS</th>
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<th>MEDIA RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>Stickers</td>
<td>$5,000</td>
<td>$3,000 Per week</td>
</tr>
</tbody>
</table>

**Material Size**

- **Pillar Duo:** 1.5 (W) per panel x 3.0 (H) m x 2 sides
- **LED Wall:** 7.6 (W) x 3.0 (H) m
SOUTH ENTRANCE LAYOUT PLAN

ION Level 1 /

Leading to Orchard MRT
TYPES OF ADVERTISING OPPORTUNITIES

(III) ION WHEELOCK-PATERSOEN ENTRANCE
<table>
<thead>
<tr>
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<th>MEDIA RATE</th>
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</thead>
<tbody>
<tr>
<td>2</td>
<td>Stickers</td>
<td>$1,500</td>
<td>$1,500 Per week</td>
</tr>
</tbody>
</table>

Material Size

LED Wall: 3.12 (W) x 2.57 (H) m
ION BASEMENT 2

ENCENTRALE / EXIT TO WHEELOCK-PATERNSON

TO MRT STATION

WHEELOCK PLACE
UNDERPASS TO SHAW CENTRE (LIDO)

MARKS & SPENCER
TYPES OF ADVERTISING OPPORTUNITIES

(III) IN-MALL PLATFORMS
**IN-MALL OPPORTUNITIES**  
**B1 BILLBOARD (A)**

<table>
<thead>
<tr>
<th>NO. OF UNITS</th>
<th>DISPLAY FORMAT</th>
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<th>MEDIA RATE</th>
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</thead>
<tbody>
<tr>
<td>1 Billboard</td>
<td>Sticker</td>
<td>$7,300</td>
<td>$4,800</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Per week</td>
</tr>
</tbody>
</table>

**Material Size**  
B1 Billboard (A): 20.08 (W) x 2.94 (H) m

Basement 1 opposite Max & Co.
## IN-MALL PLATFORMS

### B1 BILLBOARD (B)

<table>
<thead>
<tr>
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<th>MEDIA RATE</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Sticker</td>
<td>$4,300</td>
<td>$4,800 Per week</td>
</tr>
</tbody>
</table>

**Material Size**

B1 Billboard (B): 11.3 (W) x 2.94 (H) m

Basement 1 opposite Hilfiger Denim

*Artist's impression*
<table>
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<tr>
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</thead>
<tbody>
<tr>
<td>1 Billboard</td>
<td>Sticker</td>
<td>$7,000</td>
<td>$12,000 Per week</td>
</tr>
<tr>
<td>1 Panel</td>
<td>Sticker</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Material Size

- B2 Billboard: 17.28 (W) x 3.14 (H)
- Bulkhead Panel: 5.7 (W) x 2.3 (H) m

- Entrance from & Exit to Orchard MRT / Wisma Atria / Orchard Underpass
- Entrance from & Exit to Orchard Boulevard
### IN-MALL OPPORTUNITIES

#### B2 PILLAR WRAPS PACKAGE (A)

*Artist's impression*

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<tbody>
<tr>
<td>3 Pillars</td>
<td>Canvas Wrap</td>
<td>$4,000</td>
<td>$1,000 Per week</td>
</tr>
</tbody>
</table>

**Material Size**

Pillar Wraps: 3.0 (W) x 3.2 (H) m
## IN-MALL OPPORTUNITIES

### B2 PILLAR WRAPS PACKAGE (B)

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>4 Pillars</td>
<td>Canvas Wrap</td>
<td>$6,600</td>
<td>$1,000 Per week</td>
</tr>
</tbody>
</table>

**Material Size**

Pillar Wraps: 3.0 (W) x 3.2 (H) m

Basement 2 in front of River Island, Mango, Itacho Sushi
**IN-MALL OPPORTUNITIES**

**B2 DRAGON’S TAIL WRAP**

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**Basement 2 Escalator to Food Opera**

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<tbody>
<tr>
<td>1</td>
<td>Stickers</td>
<td>$26,800 (50% coverage)</td>
<td>$5,000 Per week</td>
</tr>
</tbody>
</table>

**Material Size**

- Escalator Wall Wrap: By coverage
## IN-MALL OPPORTUNITIES
### LIFT LOBBY A & B @B1 & B2

**Material Size**
- Lift Lobby A: 7.7 (W) x 3.0 (H) m
- Lift Lobby B: 5.47 (W) x 3.0 (H) m

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</thead>
<tbody>
<tr>
<td>4 Panels Lobby A</td>
<td>Stickers (50% coverage)</td>
<td>$3,900 per level</td>
<td>$650 Per week</td>
</tr>
<tr>
<td>2 Panels Lobby B</td>
<td></td>
<td>$1,100 per level</td>
<td>$300 Per week</td>
</tr>
<tr>
<td>12 Panels Lobby A&amp;B</td>
<td></td>
<td>$10,000 (package)</td>
<td>$1,800 Per week</td>
</tr>
</tbody>
</table>
IN-MALL OPPORTUNITIES
LIFT LOBBY A @B3 & B4

<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>4</td>
<td>Stickers</td>
<td>$3,900 Per Level</td>
<td>$550 Per week</td>
</tr>
<tr>
<td>8</td>
<td>Panels</td>
<td>$7,800 (Package)</td>
<td>$1,000 Per week</td>
</tr>
</tbody>
</table>

Material Size
Lift Lobby A: 7.7 (W) x 3.0 (H) m
SOUTH ENTRANCE
BULKHEAD PANEL LAYOUT PLAN

ION Level 1 / Leading to Orchard MRT
• All sites are subject to availability at time of booking.

• Production of all campaigns must be undertaken by JCDecaux.

• Material sizes stated are in approximation only. The appointed production house is responsible for taking final measurements.

• All proposed creative and executions are subject to approvals by the relevant authorities.

• JCDecaux reserves the right to amend media rates and any terms and conditions by giving reasonable notice.