

JCDecaux

showcasing the world

JCDECAUX MALL ADVERTISING

CITYLINK MALL

2010



FAST FACTS

- A **major linkway** connecting commuters from City Hall MRT to One Raffles Link, Marina Square and Suntec City Mall.
- 1st air-conditioned subterranean mall in Singapore.
- Average visits per month is **1.5 to 2.2 million***
- Stretches over **350m** and a total retail floor space of **60,000sq ft**.
- Houses **61 stores** from fashion, lifestyle, entertainment, beauty and international eateries/cuisine.
- Available ad faces: **14 including 1 interactive platform**.

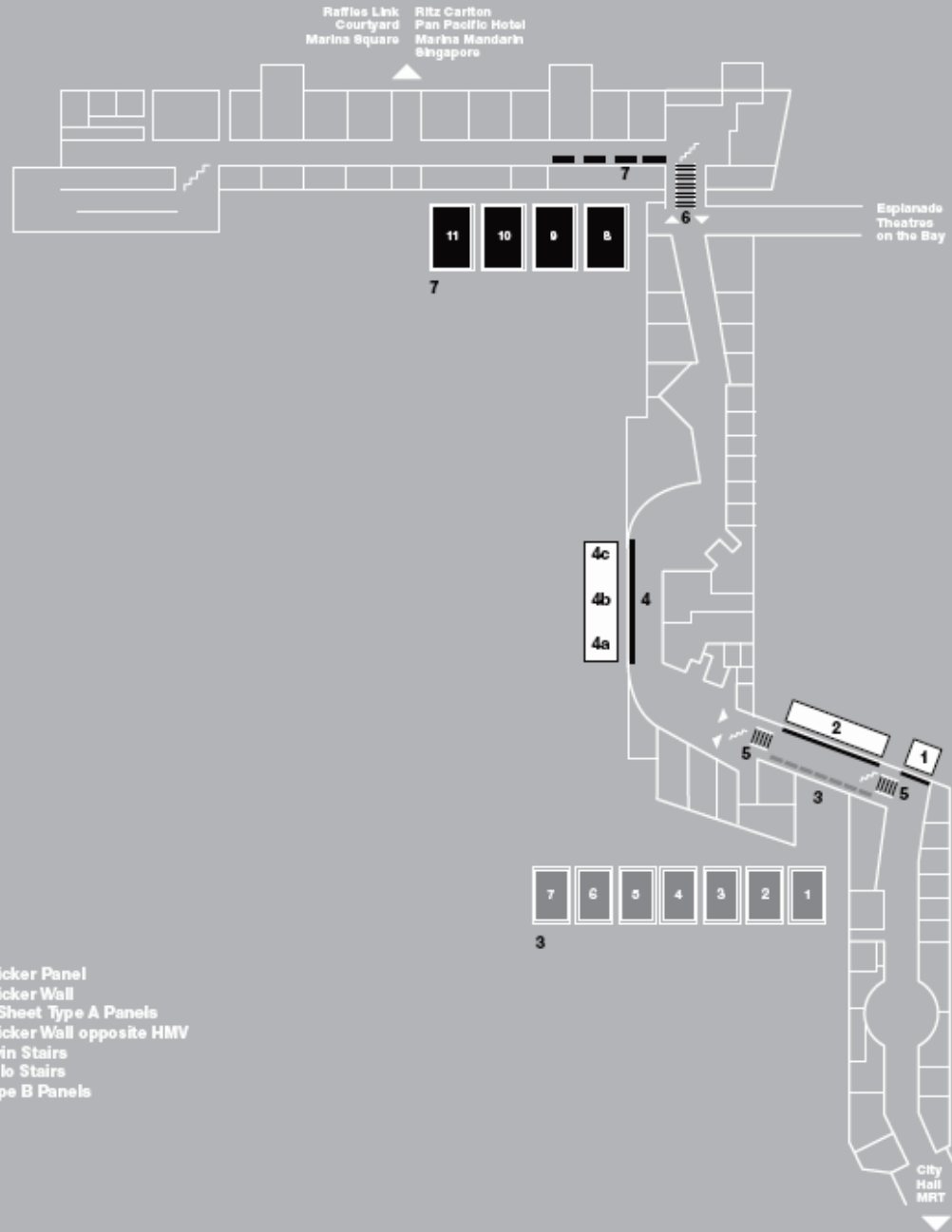


• Shoppers profile[^] :

- ❑ Young working executives aged **25~45 years old**; trendy, fashionable and savvy
- ❑ Shoppers **35 years and above** are **high-income earners**; visits Citylink at **least twice a week**.
- ❑ Proportion of **female and male patrons** is **78%: 26%**.

*Traffic count conducted by Hongkong Land, Apr '08 ~ Apr '09

[^]Source: Citylink Mall, August 2008



- 1 Sticker Panel
- 2 Sticker Wall
- 3 4-Sheet Type A Panels
- 4 Sticker Wall opposite HMV
- 5 Twin Stairs
- 6 Solo Stairs
- 7 Type B Panels

To Raffles City
 opposite The Stamford
 Raffles the Plaza
 St Andrew's Cathedral



Exceptional visibility with head-on pedestrian facing and close to escalator landing.



Sticker Panel near to GNC

FORMAT TYPE	NO. OF UNITS	ESTIMATED PRODUCTION COST	MEDIA RATE
STICKER PANEL	1	\$1,200	\$6,000 per panel per week
<ul style="list-style-type: none"> • MINIMUM BOOKING: 4 weeks (1 month) 			
		Poster Size	
Sticker Panel:		3.22 (H) x 3.96 (W) M	

TYPE A PANELS & STICKER WALL

Garners undivided attention in this exclusive brand dominance!



(Type A panels)



(Sticker Wall)

FORMAT TYPE	NO. OF UNITS	PANEL NO.	ESTIMATED PRODUCTION COST	MEDIA RATE
TYPE A (4-sheets) & STICKER WALL	8	A01~A07	\$3,500 including sticker bleed (around Type A panels)	\$8,000* per week
<ul style="list-style-type: none"> • MINIMUM BOOKING: 4 weeks (1 month) • Requires 1 night installation 				
	Poster Size		Display Size	
Type A:	1.53 (H) x 1.01 (W) M		1.50 (H) x 0.99 (W) M	
Wall Sticker:	2.4 (H) x 11.88 (W) M			

* Rates are applicable for bookings from 5 May to 31 Dec 2010.

LONG WALL OPP HMV FULL DRESS-UP (2D/3D CREATIVE)

Unlimited creative opportunities including product displays, interactivity, motion sensor, take-ones leaflets, etc. Tell us your idea and we will make it happen!



FORMAT TYPE	NO. OF UNITS	ESTIMATED PRODUCTION COST	MEDIA RATE
LONG WALL OPP. HMV	1	\$35,000 (including stickers, hoardings, 12 spotlights & PE endorsement)	\$12,500* per week
<ul style="list-style-type: none"> • MINIMUM BOOKING: 4 weeks (1 month) • Requires 3 nights installation 			
Long Wall opp. HMV:		Display Size 3.7 (H) x 45 (W) M	

* Rates are applicable for bookings from 5 May to 31 Dec 2010.

High visibility near points of purchase and escalator traffic! Ideal for branding or tactical messages.



**FORMAT
TYPE**

**NO.
OF
UNITS**

**PANEL
NO.**

**ESTIMATED
PRODUCTION
COST**

**MEDIA
RATE**

**TYPE B
PANELS**

4

B09 ~B12

**\$80
per
poster**

**\$2,000
per 4 panels
per week**

• MINIMUM BOOKING: 4 weeks (1 month)

Display Sizes

Type B Panels: 2.045(H) x 1.380(W) M / 2.015(H) x 1.350(W) M

- **Campaign cycle is from Wednesday ~ Tuesday.**
- **All packages are subject to availability at time of booking.**
- **50% creative loading applies to the media rate for any 3D executions.**
- **All creative executions are subject to final approvals by the relevant authorities.**
- **Production of all sticker campaigns must be undertaken by JCDecaux.**
- **Material sizes stated are in approximation only. The appointed production house is responsible for taking final measurements.**
- **JCDecaux reserves the right to amend media rates and any terms and conditions by giving reasonable notice.**