

JCDECAUX MALL ADVERTISING ONE RAFFLES QUAY 2010



Centrally Located in Singapore's prime business and financial district.

Direct Linkway to Raffles Place MRT via Retail Link offering commuters sheltered walkway.

Close Proximity to Boat Quay, Raffles Place, One Fullerton and The Esplanade offering a wide array of dining, recreation, entertainment and banking facilities.

Houses World-Class Tenants such as ABN AMRO, Barclays' Capital, Deutsche Bank AG, Ernest & Young, Reuters and UBS and the two office towers of 50 and 29 storeys respectively.



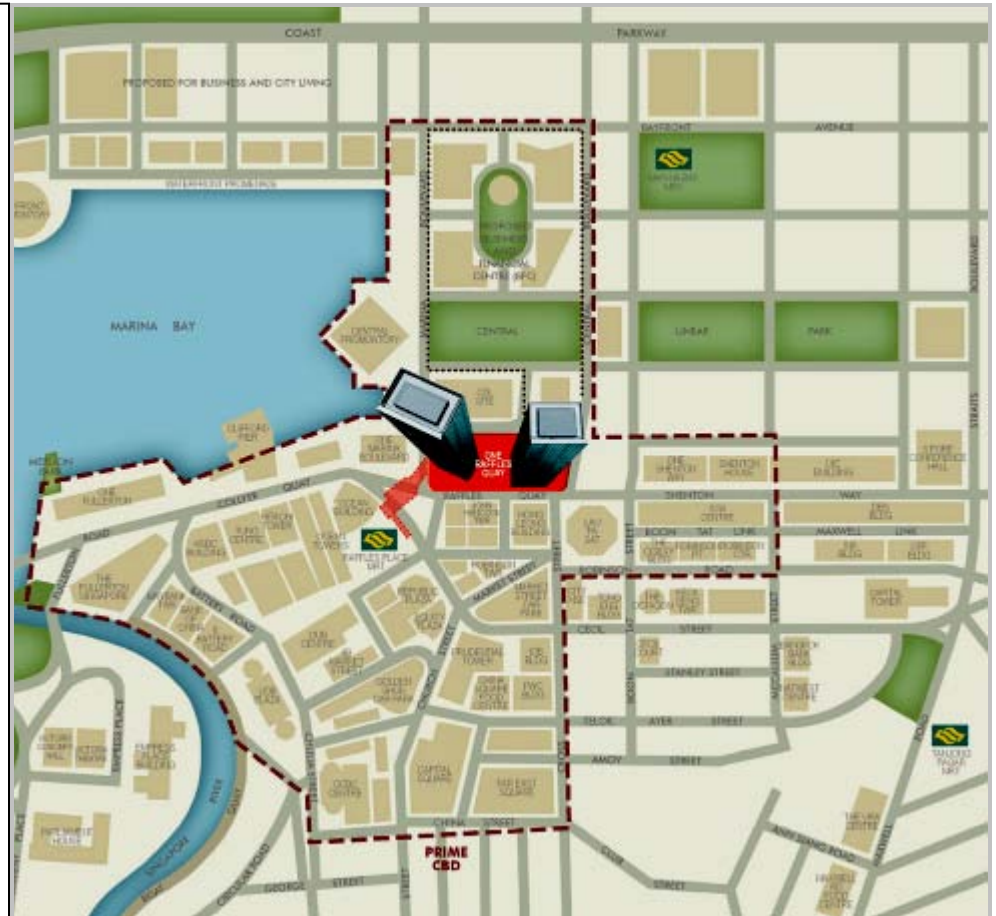
Surrounding Amenities include:

- **Prestigious hotels** - The Fullerton, Raffles Hotel, The Oriental, Pan Pacific Hotel, Conrad, Ritz Carlton.
- **Entertainment hot spots** – One Fullerton, The Esplanade, Victoria Concert Hall, Victoria Theatre, Asian Civilization Museum
- **Popular shopping district** – Raffles City, CityLink Mall, Marina Square, Suntec City, Millenia Walk.
- Close to **Marina Bay** and the **Singapore Flyer**.

Its **Target Audience** includes:

- Ages between **25 to 50 years old**.
- **Professionals, Managers, Executives, Businessmen**, particularly banking and financial professionals.
- **Financially independent** with high disposable incomes.
- Have **discerning opinions** about fashion, food and lifestyle trends.
- **Educated and well-informed** about brands and what they offer.
- **High profile traffic** with an estimated projection of over **half a million** per month!

Address:
One Raffles Quay,
Singapore 048583



TYPES OF ADVERTISING OPPORTUNITIES

Target passers-by to One Raffles Quay at points of entry to push sales for a product or service.

Media Rate

\$2,500 / week

Location

- Sticker panel located next to ORQ branding leading into One Raffles Quay.

Display Format

- Sticker

Minimum Booking

- 4 weeks

Estimated Production Cost

- \$1,600



**Material size: 3.55m (H) x 4.07m (W)
(Approx)**

A sure way to deliver your message to the busy working executives as they transverse to and from their offices in this linkway.

Media Rate

\$2,500 / week

Location

- ORQ linkway that directs commuters to and from Raffles Place MRT

Display Format

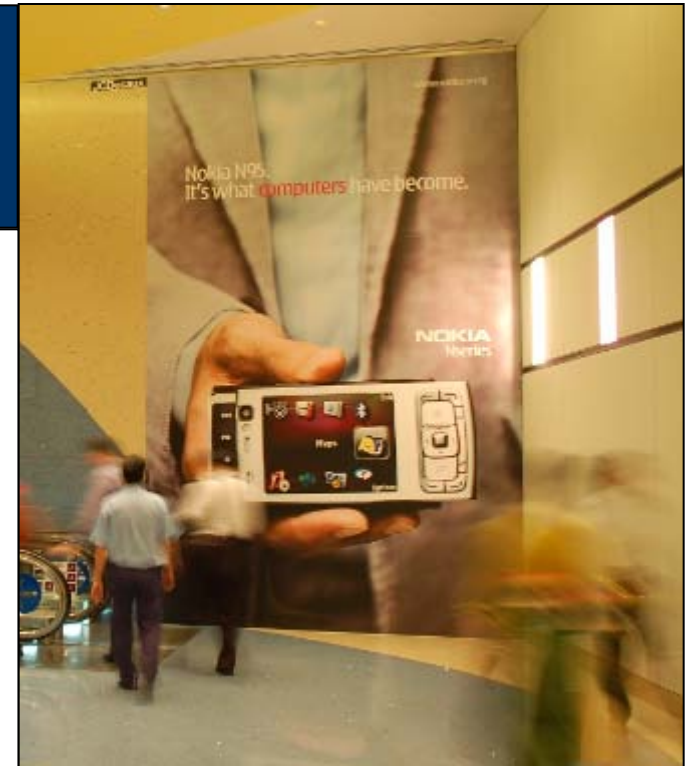
- Sticker

Minimum Booking

- 4 weeks

Estimated Production Cost

- \$2,400



**Material size: 5.7m(H) x 2.65m(W)
(Approx)**

A sure way to reach out to PMEBs as they commute daily to and from their offices in this linkway.

Media Rate

\$6,000 / week

Location

- ORQ linkway that directs commuters to and from Raffles Place MRT

Display Format

- Sticker

Minimum Booking

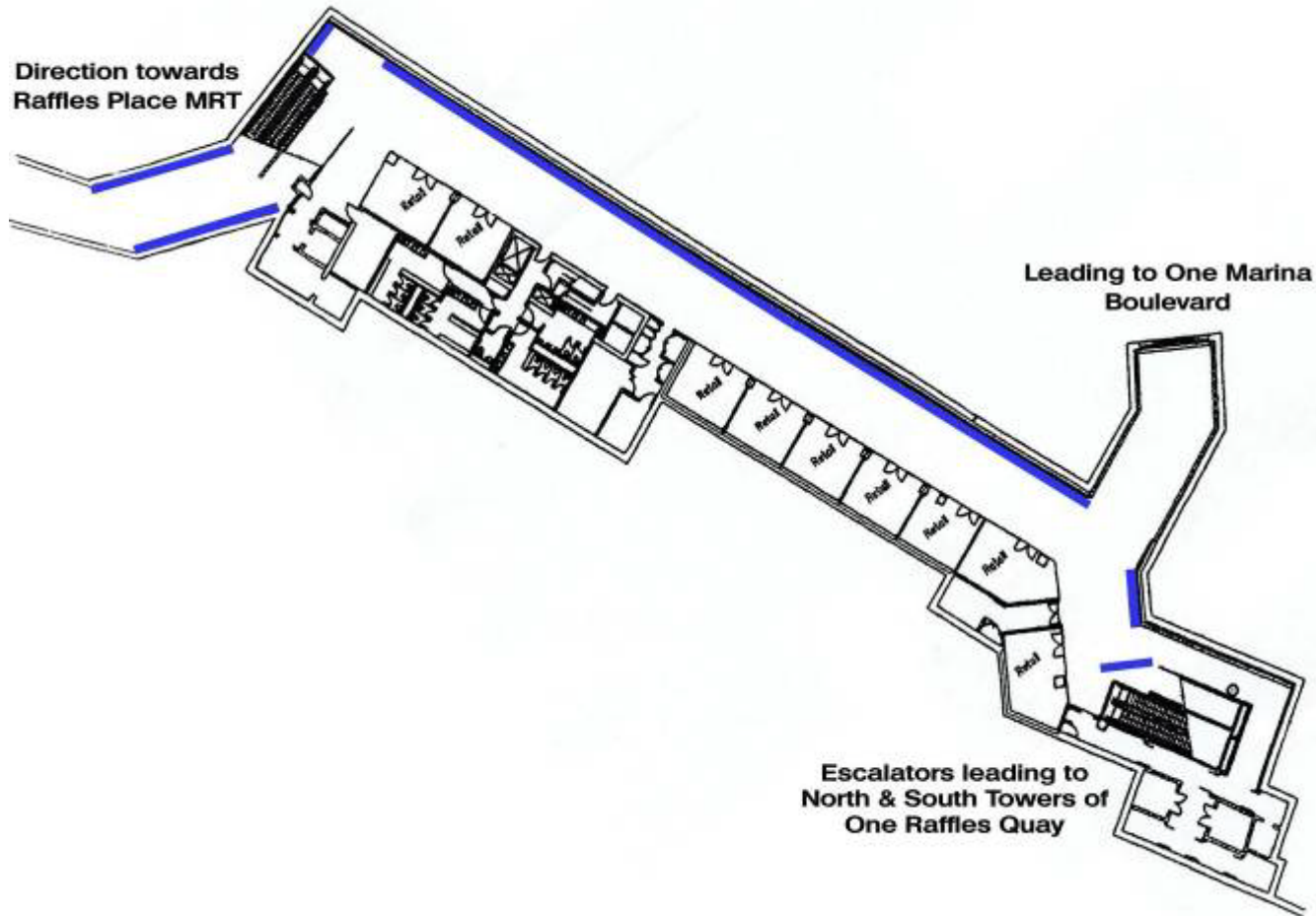
- 4 weeks

Estimated Production Cost

- \$20,000



**Material size: 2.6m (H) x 15.6m (W)
(Approx)**



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