



Suntec
SINGAPORE
Convention & Exhibition Centre

The Preferred Place To Meet

Suntec Singapore Media Kit 2021

DIGITAL MEDIA

1. Nicoll Corner Screen
2. The Big Picture Screen
3. In-centre Digital Screen Network





1. NICOLL CORNER SCREEN

Strategically located at one of the busiest cross junctions in Singapore, the Nicoll Corner Screen stands tall and prominently with a monthly reach of over 4 million pedestrians and vehicle passengers. With its brilliant display clarity, wide viewing angles and impactful size, this iconic screen is 12.3m (W) by 14.3m (H) of prime space to boost your OOH brand recognition and recall.

Make the right impressions for your brand when you advertise on this strategic spot which offers you extensive reach to PMETs, event attendees and shoppers.



NICOLL CORNER SCREEN

Your ad never looked better. Boasting high resolution, crisp and sharp images from every angle, the Nicoll Corner Screen is captivating and commands attention. Powerful sensors detect changes in ambient lighting conditions and automatically adjust the screen's brightness to make sure your outdoor ads look their very best, rain or shine.



NICOLL CORNER SCREEN ADVERTISING

Centre Screen

Display Loop
10 minute cycle

Ad Unit Duration
10, 15, 30 seconds

Media Rates (per week)
10 sec: \$5,500
15 sec: \$6,600
30 sec: \$11,000

Kindly note that prices listed are subject to change. Prices provided are for exhibitors of confirmed events.



NICOLL CORNER SCREEN SPONSORSHIPS

Top Banner

Bottom (Time) Banner

Top brands find their home here on the Nicoll Corner Screen located at the gateway of the Marina Bay CBD area. Strategically facing one of the busiest cross junctions in Singapore, this media platform provides an excellent opportunity for long-term brand exposure and enhances top-of-mind recall for OOH media via the top and bottom banner spots.

Please call 6337 2888 to enquire for sponsorship opportunities.



2.THE BIG PICTURE

Located at the entrance of Suntec Singapore, the world's largest HD video wall combines 664 units of 55" HD LCD screens to form a stunning digital backdrop that measures 62m (W) by 15m (H). The unique design and size of The Big Picture, capable of displaying up to 8K resolution, offer advertisers the most impactful advertising screen available.



THE BIG PICTURE FULL SCREEN ADVERTISING



Display Loop
10 minute cycle

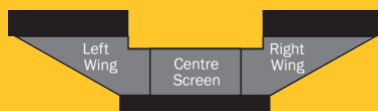
Ad Unit Duration
10, 15, 30 seconds

Media Rates (per week)
10 sec: \$8,600
15 sec: \$10,800
30 sec: \$16,500

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THE BIG PICTURE CENTRE SCREEN + WINGS ADVERTISING



Display Loop
10 minute cycle

Ad Unit Duration
10, 15, 30 seconds

Media Rates (per week)
10 sec: \$7,600
15 sec: \$9,600
30 sec: \$14,700

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THE BIG PICTURE TOP BANNERS ADVERTISING



Display Loop
10 minute cycle

Ad Unit Duration
10, 15, 30 seconds

Media Rates (per week)
10 sec: \$5,500
15 sec: \$6,600
30 sec: \$11,000

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THE BIG PICTURE BRANDING STRIP SPONSORSHIP



Make a big impression and be the first to greet VIPs, event attendees, shoppers and pedestrians on one of the most dynamic and eye-catching arrival foyer in Singapore. The Big Picture Branding Strip Sponsorship provides direct eye-level branding and enhanced recall for your marketing campaigns.

Please call to enquire for sponsorship opportunities.

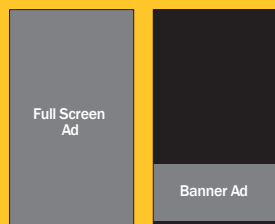


3. IN-CENTRE DIGITAL SCREEN NETWORK

Engage with a captive audience in the Centre through the 72 units of 55" interactive digital screens located on all levels from B2 to L6. The digital screen network offers advertisers a pervasive presence in Suntec Singapore.



IN-CENTRE DIGITAL SCREEN NETWORK



Display Loop
2 minute cycle

Ad Unit Duration
10 seconds

Media Rate (per week)
10 sec: \$3,700*

*For a network of 72 screens (Full Screen and/or Banner Ad)

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STATIC MEDIA

1. Escalator Banner
2. Glass Railing Banner
3. Lift Door Decals (Internal)
4. Lift Door + Floor Decals (Internal)
5. Lift Lobby Dominance
6. V-wall Banners
7. Concourse Facade Banner
8. Screen Wall Banner
9. Concourse Feature Banner
10. Entrance Door - Side Panel Decals
11. Entrance Door - Strip Decal
12. Crescent Escalator Wall & Bulkhead Banner
13. Crescent Landing Wall Strip
14. Crescent Glass Door Branding Strip
15. Exit Pillar Banners
16. Driveway Wallscape Banner
17. Driveway Traffic Bollard Decals

Reach a captive audience of more than 3 million visitors who attend over 1,300 events at Suntec Singapore. With a strong portfolio of corporate events and consumer fairs, Suntec Singapore offers advertisers the opportunity to target both PMETs and consumers who gather at B2B events and consumer shows respectively.



1.ESCALATOR BANNERS

Dimensions

Level 3 - 4: 10.38m (W) x 0.58m (H)

Level 4 - 6: 21.90m (W) x 0.58m (H)

Location & No. of Panels*

Level 3 - 4: 12 panels

Level 4 - 6: 8 panels

Media Rates (per day)

Level 3 - 4: \$1,000 per
handrail glass panel

Level 4 - 6: \$1,000 per
handrail glass panel

Est. Production Cost

Level 3 - 4: \$320

Level 4 - 6: \$660

*2 handrail glass panels available for
each escalator

Kindly note that prices listed are subject to change. Prices provided are for exhibitors of confirmed events.



2.GLASS RAILING BANNERS

Location and No. of Panels

Level 4: 7 panels

Level 6: 5 panels

Media Rates (per day)

Level 4: From \$500

Level 6: From \$1,000

Est. Production Cost

From: \$520 per panel

Kindly note that prices listed are subject to change. Prices provided are for exhibitors of confirmed events.



3.INTERNAL LIFT DOOR DECALS

Dimensions

Internal Lift Doors
100cm (W) x 243cm (H) per door

No. of Lift Doors

4 Lifts (2 internal doors per lift)

Media Rate (per day)

\$1,000 per lift

Est. Production Cost

\$320 per lift

Kindly note that prices listed are subject to change. Prices provided are for exhibitors of confirmed events.



4.INTERNAL LIFT DOOR + FLOOR DECALS

Dimensions

Internal Lift Doors
100cm (W) x 243cm (H) per door
Internal Lift Landing
170cm (W) x 205cm (H)

No. of Lifts

4 Lifts (2 lift doors per lift)

Media Rate (per day)

\$1,200 per lift

Est. Production Cost

\$520 per lift

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5. LIFT LOBBY DOMINANCE

Dimensions

External Lift Doors (2 per lobby)
100cm (W) x 243cm (H)

External Lift Landing
188.5cm (W) x 388cm (H)

Location & No. of Slots

Basement 1, Basement 2, Level 3,
Level 4, Level 6
10 lobbies (2 lift lobbies per level)

Media Rate (per day)

\$1,200 per lift lobby dominance

Est. Production Cost:

\$800 per lobby

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6.V-WALL BANNERS

Dimensions

675cm (W) x 368cm (H)

Location & No. of Slots

Level 4: 10 slots

Level 6: 10 slots

Media Rate (per day)

\$1,000 per V-Wall Banner

Est. Production Cost

\$1,360 per decal

Kindly note that prices listed are subject to change. Prices provided are for exhibitors of confirmed events.



7.CONCOURSE FACADE BANNERS

Dimensions

Facade Banner
8m (W) x 9.66m (H)

Lower Facade Banner
8m (W) x 5.7m (H)

Location & No. of Slots

Facade Banner : 16 slots

Lower Facade Banner : 16 slots

Media Rates (per day)

Facade Banner : \$1,500 per banner

Lower Facade Banner : \$950 per banner

Est. Production Cost:

Facade Banner
: \$4,600 per banner

Lower Facade Banner
: \$3,700 per banner

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8.SCREEN WALL BANNER

Dimensions
1100cm (W) x 600cm (H)

Location
Concourse

Est. Production Cost:
\$4,500

Media Rate (per day)
\$3,300

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9.CONCOURSE FEATURE BANNER

Dimensions
25.52m (W) x 1.92m (H)

Location
Level 3 Concourse
Media Rate (per day)
\$2,000

Est. Production Cost
\$2,500 per decal

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10.ENTRANCE DOOR - SIDE PANEL DECALS

Dimensions
145cm (W) x 276cm (H)

Location & No. of Doors
Level 3 Link Way : 2 doors
Level 3 Concourse : 2 doors
Media Rate (per day)
\$1,000 per door

Est. Production Cost
\$550 per set

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11. ENTRANCE DOOR - STRIP DECAL

Dimensions
870cm (W) x 70cm (H)

Location & No. of Doors
Level 3 Link Way : 2 doors
Level 3 Concourse : 2 doors

Est. Production Cost
\$300 per decal

Media Rate (per day)
\$1,000 per door

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12.CRESCENT ESCALATOR WALL & BULKHEAD BANNER

Dimensions:

Crescent Escalator Wall Banner
: 416cm (W) x 280cm (H)

Crescent Escalator Bulkhead Banner (Bottom)
: 305cm (W) x 160cm (H)

Media Rates (per day)

Crescent Escalator Wall Banner
: \$800

Crescent Escalator Bulkhead Banner
: \$600

Est. Production Cost

Crescent Escalator Wall Banner
: \$1,750

Crescent Escalator Bulkhead Banner
: \$3,550

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13.CRESCENT LANDING WALL STRIP

Dimensions

280cm (W) x 68.5cm (H)

Location

Level 2

Media Rate (per day)

\$600

Est. Production Cost

\$150 per decal

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14. CRESCENT GLASS DOOR BRANDING STRIP

Dimensions
87.5cm (W) x 51cm (H)

Location
Level 2
Media Rate (per day)
\$1,000

Est. Production Cost
\$150 single sided
\$300 double sided

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15.EXIT PILLAR BANNERS

Dimensions

Exit Pillar A : 91cm (W) x 311cm (H)
 Exit Pillar B : 97cm (W) x 291cm (H)
 Exit Pillar C : 98cm (W) x 291cm (H)
 Exit Pillar D : 91cm (W) x 295cm (H)

Location & No. of Slots

Level 3 Concourse : 4 pillars

Media Rate (per day):

\$600 per pillar

Est. Production Cost

Exit (A&D) : \$160 per banner
 Exit (B&C) : \$190 per banner

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16.DRIVEWAY WALLSCAPE BANNER

Dimensions
545cm (W) x 776cm (H)

Media Rate (per day)
\$3,300

Est. Production Cost
\$1,850

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17.DRIVEWAY TRAFFIC BOLLARD DECALS

Dimensions

39cm (W) x 43cm (H)

Location

The Big Picture Entrance Driveway
47 bollards

Est. Production Cost

\$35 per decal

Media Rate (per day)

\$950*

*For a set of 47 bollards

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DIGITAL MEDIA RATES

Advertising Unit	Ad Unit Price (\$)					
	10 sec		15 sec		30 sec	
	Per Day	Per Week	Per Day	Per Week	Per Day	Per Week
The Big Picture (Full Screen)	3,250	8,600	4,875	10,800	9,750	16,500
The Big Picture (Centre Screen + Wings)	3,000	7,600	4,500	9,600	9,000	14,700
The Big Picture (Centre Screen)	2,700	7,300	4,050	9,200	8,100	12,900
The Big Picture (Top Banners)	1,500	5,500	2,250	6,600	4,500	11,000
Nicoll Corner Screen	1,500	5,500	2,250	6,600	4,500	11,000
In-Centre Digital Screen Network (B2-L6)	1,300	3,700	-	-	-	-

Terms and Conditions

- Materials must be submitted 14 working days prior to campaign start date
- Display of Static Media banners are from 2:00am to 1:59am the next day
- Installation and dismantling of Static Media banners are from 2:00am to 6:00am & 11:00pm to 1:59am respectively
- Ad visual/content will be subject to vetting and only approved ad visuals/content will be displayed
- Suntec Singapore reserves the right to remove unapproved ad visual content
- All production costs indicated are only estimates to serve as a guide
- Suntec Singapore reserves the right to revise the prices without any prior notice
- All rates are applicable for bookings by 31 December 2021 and subject to 7% GST

STATIC MEDIA RATES

Advertising Unit	Media Rate (\$ per day)	Estimated Production Cost (\$)
Level 3 to 4 Escalator Banner (per handrail glass panel)	1,000	320
Level 4 to 6 Escalator Banner (per handrail glass panel)	1,000	660
Level 4 -Glass Railing Banner L4RA	500	520
Level 4 -Glass Railing Banner L4RB	1,500	1,300
Level 4 -Glass Railing Banner L4RC	900	920
Level 4 -Glass Railing Banner L4RD	2,000	2,100
Level 4 -Glass Railing Banner L4RE	900	920
Level 4 -Glass Railing Banner L4RF	1,500	1,450
Level 4 -Glass Railing Banner L4RG	500	520
Level 6 -Glass Railing Banner L6RA	2,000	1,450
Level 6 -Glass Railing Banner L6RB	1,000	1,150
Level 6 -Glass Railing Banner L6RC	2,000	1,450
Level 6 -Glass Railing Banner L6RD	1,000	1,200
Level 6 -Glass Railing Banner L6RE	2,000	1,450

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STATIC MEDIA RATES

Advertising Unit	Media Rate (\$ per day)	Estimated Production Cost (\$)
Internal Lift Doors (per lift)	1,000	320
Internal Lift Doors + Floor Decals (per lift)	1,200	520
Lift Lobby Dominance	1,200	800
Level 4 / Level 6 V-Wall Banner	1,000	1,360
Screen Wall Banner	3,300	4,500
Facade Banner	1,500	4,600
Lower Facade Banner	950	3,700
Concourse Feature Banner	2,000	2,500
Entrance Door - Side Panel Decal	1,000	550
Entrance Door - Strip Decal	1,000	300
Crescent Escalator Wall Banner	800	1,750
Crescent Escalator Bulkhead Banner	600	3,550
Crescent Landing Wall Strip	600	150
Crescent Glass Door Branding Strip	1,000	150
Exit Pillar Banner A & D	600	160
Exit Pillar Banner B & C	600	190
Driveway Wallscape Banner	3,300	1,850
Driveway Traffic Bollard Decals	950	1,645

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