



Suntec
SINGAPORE
International Convention &
Exhibition Centre

MEDIA RELEASE

Suntec Singapore's E-Boards Just Got Larger With 1-For-1 Package

Singapore, 7 November 2006 – Suntec Singapore International Convention and Exhibition Centre (Suntec Singapore) has launched a promotional offer - a one-for-one package for its indoor and outdoor E-boards.

For a limited time only, advertisers will receive one month of free air time for every one month they advertise. This exclusive offer is effective immediately, and is valid only for the first 10 advertisers.

Strategically located at the prime junction of Nicoll Highway and Raffles Boulevard, the outdoor E-Board rates range from \$10,500 a month for a 10-second ad to \$21,500 a month for a 30-second video commercial. The advertisements will be played 102 times a day. Measuring 13.9m x 10.6m and capable of displaying 433 trillion colours, it has a resolution of 282,112 pixels, reaching out to more than 120,000 pedestrians and vehicle passengers daily.

The two indoor E-Boards, located at one of the busiest lobbies in Singapore, with approximately 2 million visitors every month, range from \$6,800 a month for a 10-second ad to \$13,500 a month for a 30-second video commercial.

For more enquiries, please call Christine Cheong, Senior Manager for Media Sales at 6825 2240.

About Suntec Singapore

Suntec Singapore is a world-class venue located in the heart of Asia's most integrated meetings, conventions and exhibitions hub. With 100,000sqm of floor space on six levels, this award-winning facility can cater to events from 10 to 12,000 persons. In addition, Suntec Singapore - Asia's Convention City offers direct access to 5,200 hotel rooms, 1,000 retail shops, 300 restaurants and the region's new centre for the performing arts, Esplanade-Theatres on the Bay. While only 20 minutes from Changi International Airport, Suntec Singapore is conveniently located adjacent to the Central Business District and just minutes from the city's entertainment and cultural attractions.

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