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SMRT Media will soon be releasing their SMRT Circle Line Handy Guide this year which is a must-have for all young and old commuters. It is filled with useful information which includes the SMRT system map, tips on journey planning, renowned eating and shopping places around the area, and many more. And this many more might also include your Out of Home Advertising campaigns.

Placing your advertisements on this brochure will be able to target users of public transportations including students, working adults and senior citizens. This gives your advertising campaigns a wide audience base and maximum exposure. SMRT will be releasing 250,000 copies of this brochure in October 2011 and 200,000 more copies in January 2012 which brings about a total of 450,000 copies all in all and about 450,000 possibilities for effective Outdoor Advertising.

Copies of the SMRT Circle Line Handy Guide will be distributed through mail drop at homes around the Circle Line itself. It will also be distributed at the Main Line and Circle Line Passenger Service Centre and Take-One Booths. And itâ€™s also available in community centers, parks, places of interest, schools and shopping malls. This wide distribution will ensure that your successful advertising campaigns will be able to reach out as much as possible, creating millions of possibilities for communicating your marketing and advertising messages.

According to SMRT Mediaâ€™s Circle Line Handy Guide Advertising Rate Card, full color will cost about $4,200 per panel and loading of 20% applies for preferred spots. Each advertising panel will have a width of 99mm and a height of 210mm with an area of 90mm by 200mm. The complete details of the advertising panels and material requirements can be found on the advertising rate card. Deadline for booking is on the 26th of August 2011 while deadline for materials is on the 9th of September 2011.

SMRT Media is one of the Out of Home Media Owners that offers one of the largest outdoor advertising solutions for various advertising campaigns. They provide outdoor advertisers with a large audience and various platforms that are both innovative and cost-effective. Their Circle Line Handy Guide is an ideal platform for retail, food and beverage owners to reach out to public transport users and everyone living around the Circle Line. Students, working adults, senior citizens and Circle Line home owners will be able to benefit a lot from the information provided by the guide and by your advertisements. This will also be more useful for advertisers that are near the area.

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SMRT Media is an a Outdoor Advertising Agency based in Singapore that offers reliable Outdoor Advertising Solutions. For a Effective Outdoor Media Advertising Campaigns, check: a http://smrtmedia.com.sg/

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