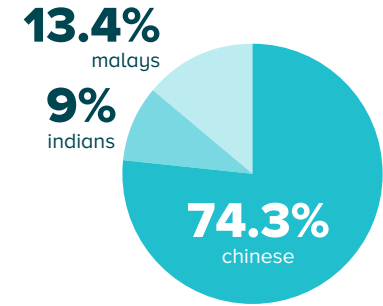


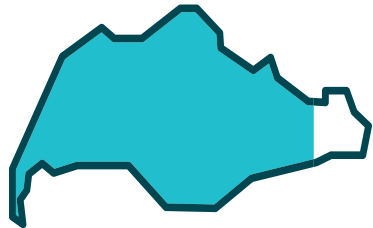
# THE MOBILE YOU



is the median age of the resident population<sup>1</sup>.



Ethnic composition of resident population<sup>1</sup>.



**80%**

of bus shelter coverage is owned by Clear Channel<sup>2</sup>.

**2,900**

sites islandwide.

Create overnight reach and impact path-to-purchase with scale<sup>2</sup>.

## Average Daily Ridership<sup>3</sup>



**3,939,000**  
Bus rides



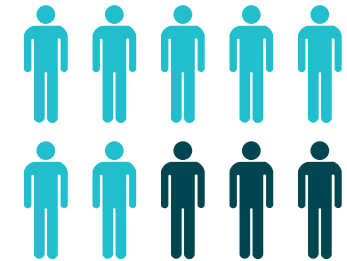
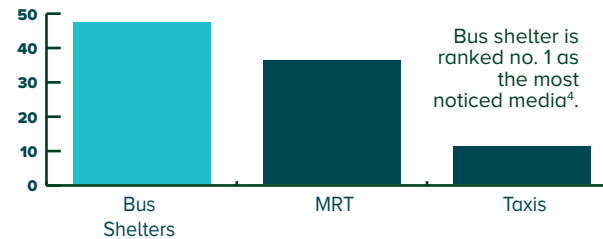
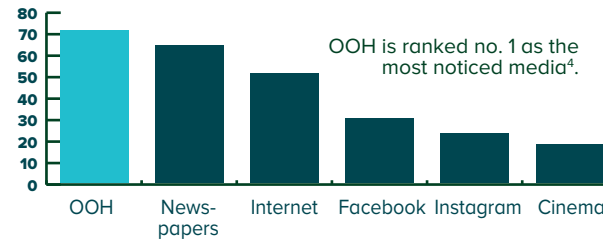
**3,095,000**  
MRT rides



**954,000**  
Taxi rides



**180,000**  
LRT rides



**7 OUT OF 10**

respondents showed interest after seeing the ad<sup>4</sup>.

## Everywhere ProxPax

Create an impact across all 55 URA planning areas (we have near or full exclusivity in 40 of them) in Singapore. The **Everywhere** pack, ideal for brand awareness and publicity blitzes, contains 300 poster sites that deliver maximum reach and frequency through its "length-and-breadth" coverage.

## Reach & Frequency<sup>5</sup>

**91.1%**  
1+ Reach

**30.9x**  
Average frequency

## LEXI<sup>6</sup>

**512,601**  
footfall

**158,473**  
views

