GROW YOUR SALES ON THE MOVE

Causeway Link

The Smiling Bus

Who will see your advertisement on the road

Road users who spend

40 to 60 min.

on the road daily

more than

2.25 million

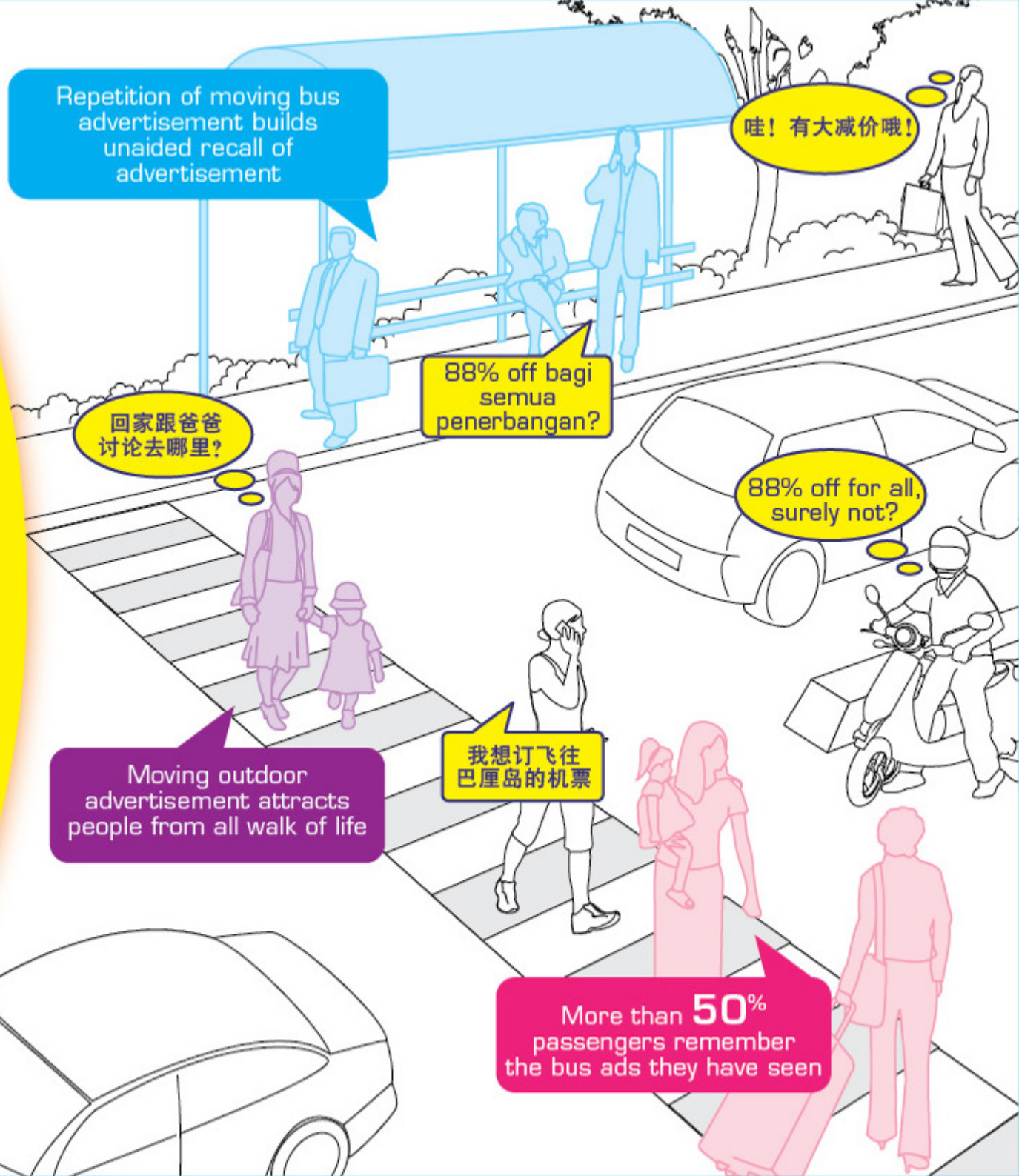
passengers ridership per month

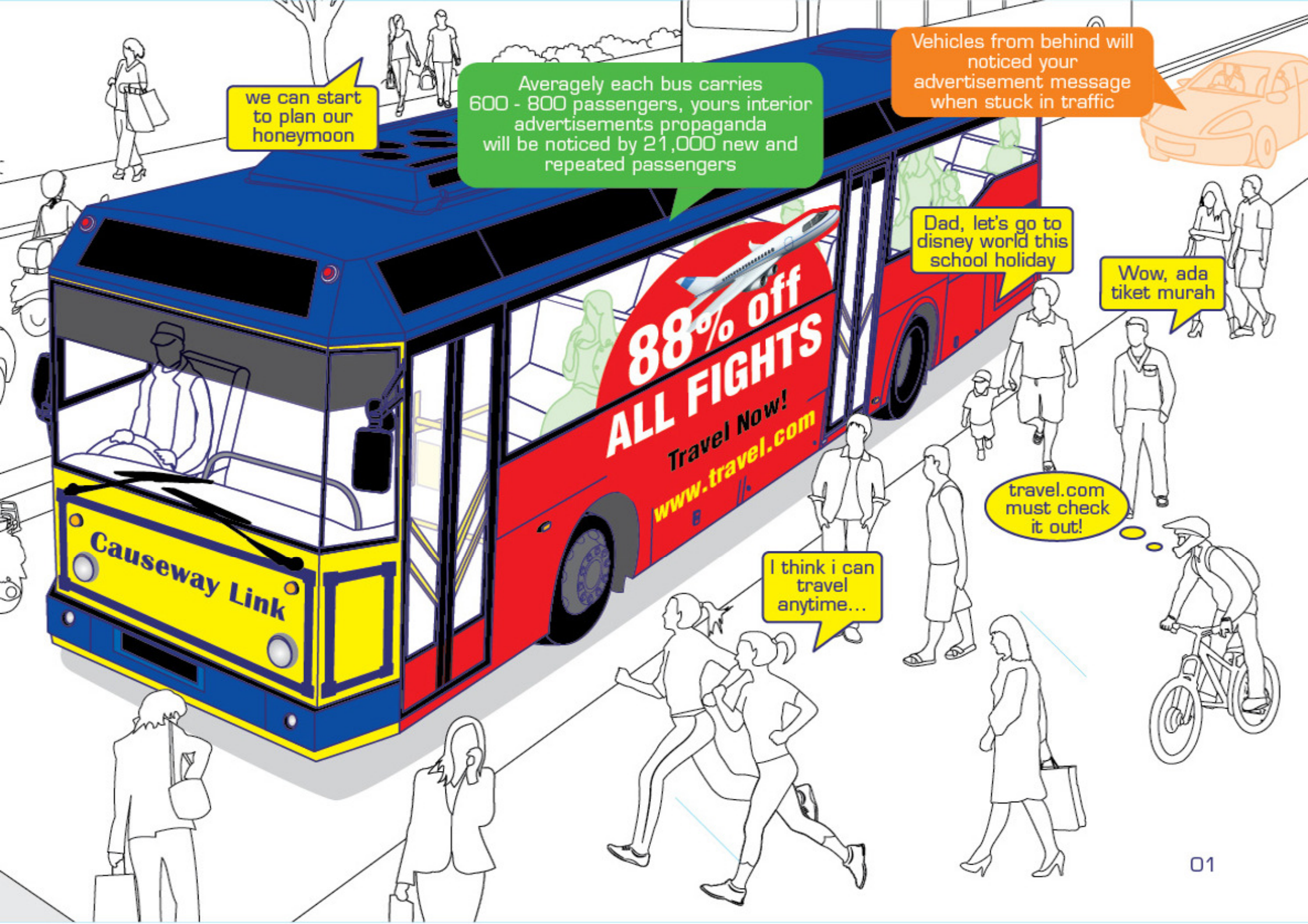
1.25million

passengers/ month journeys in Johor Bahru

990,000

passengers/ month cross over to Singapore




we can start to plan our honeymoon
Averagely each bus carries 600 - 800 passengers, yours interior advertisements propaganda will be noticed by 21,000 new and repeated passengers
Vehicles from behind will noticed your advertisement message when stuck in traffic
88% off
ALL FIGHTS
Travel Now!
www.travel.com
Causeway Link
Dad, let's go to disney world this school holiday
Wow, ada tiket murah
travel.com must check it out!
I think i can travel anytime...
01

Passenger Profile

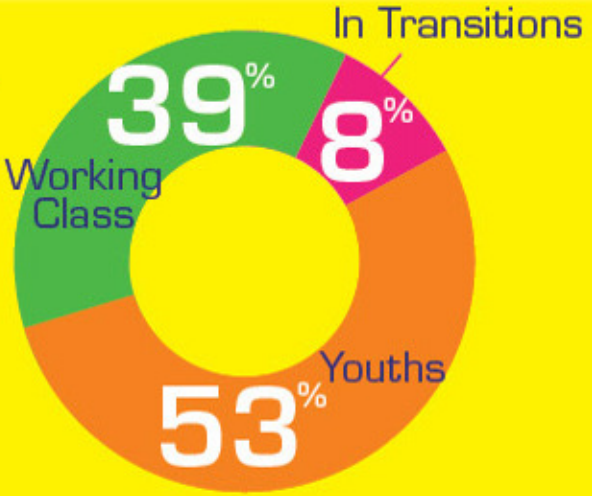
75,000
journeys daily

2,250,000
journeys monthly

AGE GROUP

AVERAGE DAILY RIDERSHIP

Bus services are
BEING UTILISED MOST
by the working class
and our youth generations



GENDER

47% 53%

RACE

45% MALAY

42% CHINESE

13% INDIAN/OTHERS

TRAVEL PURPOSE

WORK

63% weekdays

27% weekends

LEISURE

8% weekdays

26% weekends

SHOPPING

19% weekdays

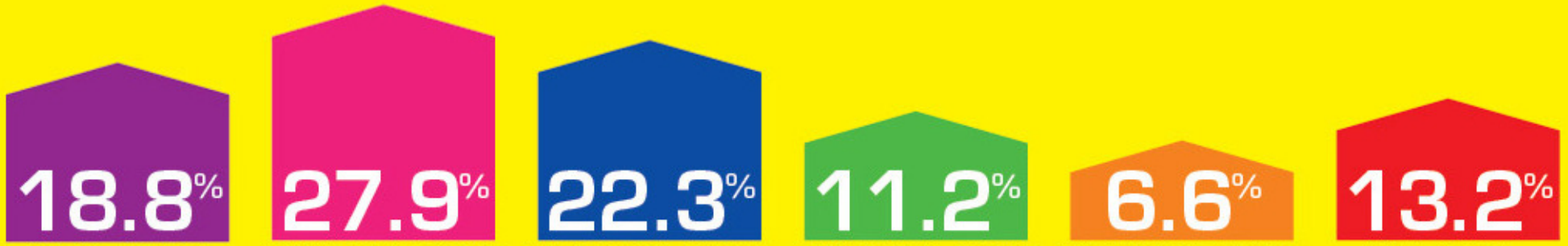
46% weekends

SCHOOL

10% weekdays

1% weekends

Majority of bus passengers EARN HIGHER THAN our national average income



Statistic conducted in June 2013

Comparison with Billboard & Other Bus Advertisement

Why advertise on buses

MOVEMENT GRABS ATTENTION
Your advertisement moves with the crowd

ATTRACTIVE GIGANTIC DISPLAY
Easily noticeable on the road

ALWAYS ON
It cannot be turned off/ thrown away

LONG EXPOSURE
Continuous message delivery - 7 days a week, 16 hours per day

VALUE FOR MONEY
Your advertisement is being viewed for a longer period at a fraction of the cost of TV, prints and billboard!

REPETITION BUILDS AWARENESS
Reach your potential market in a most cost-effective way

BEST OUTDOOR MEDIA FOR UNAIDED RECALL OF ADVERTISEMENTS
By traveling on the same route repetitively everyday

CHOOSE YOUR TARGET MARKET
You have a flexibility to advertise on the route based on demographic, location etc to target your market audience

Why choose Causeway Link

GOOD REPUTATION
We are a well established company & recognized for up-keeping a good image among other bus operators

GOOD IMPRESSION AND WELL MAINTAINED
Buses are cleaned everyday and in good condition for putting up advertisements

NEW AND MODERN BUS
Buses are designed and developed to be distinctive and easily recognizable on the road.

GOOD COVERAGE
Wide network of bus services

QUALITY
We provide good quality bus stickers, 1 year warranty inclusive of color fading and peeling

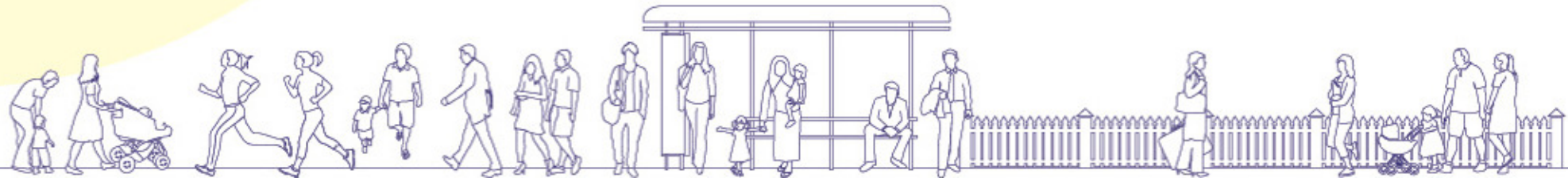
GUARANTEE
We will repair and replace it if there is any peeling or small damage of stickers

EXCELLENT SERVICE
We promise to upkeep your advertisements all the time

PROFESSIONAL CONSULTATION SERVICE
We provide creative & professional ideas to suit your needs

ADVANCED TECHNOLOGY & TRACKING SYSTEM
CCTV & GPS Vehicle Tracking System are installed on most buses

GOOD MAINTENANCE PROGRAM FOR INTERIOR & EXTERIOR ADVERTISEMENT
Well trained personnel to upkeep the condition and repair of bus interior & exterior advertisement



1 Exterior: Full Bus Wrap

Full bus wraps are highly effective for advertiser to stand out of the crowd. Every area of the bus can carry your message as you dominate the streets with your very own fully wrapped bus. Capture the attention of surrounding mobilizing crowd by delivering high frequency exposure and coverage enormously!

Side A

Side B

Back

(Extended to window)

Full bus wraps extend to window provide a fantastic platform for creative designs to 'WOW' the crowd. They allow the advertiser to use more space and stand out from the crowd.

Side A

Side B

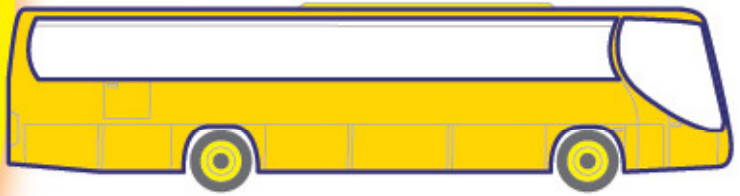
Back

2 Exterior: Partial Bus Wrap
(Both Side Panels and Back)

Partial bus wraps are small areas of the bus chosen for advertising. They provide a constant reminder for consumers and thus enhance your brand awareness.

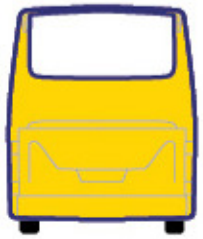
3 Exterior: Side Panel

Side panel can be placed on either the passenger's side or on the driver's side. They can be exposed easily on the road.



4 Exterior: Full Back Panel

Full back panels fully cover the rear of a bus. It is very effective for motorists and car drivers, whether when they are driving or waiting for traffic light.



5 Exterior: Small Back Panel

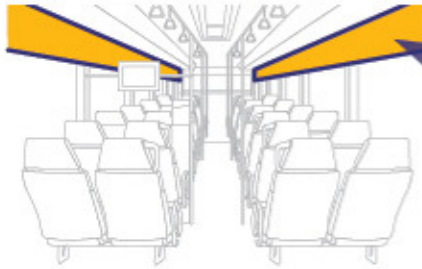
Small back panels are found beneath the rear window, they come in a standard size of 20" (H) x 60" (W). It is a very economical way to get your message out.

6 Exterior: Full Stripe Glass Panel

Full stripe glass panels are found above window. Accompanying it with full bus wrap will gives you better coverage and results.

7 Interior: Glass Panel

Glass panels sit above the windows at the interior of the bus. It is an ideal platform for targeting commuters.



8 Interior: 2d Bus Handle

Creative bus handles are sure to attract attention and will be read by commuters from start to finish for their bus ride.

9 Interior: 3d Bus Handle

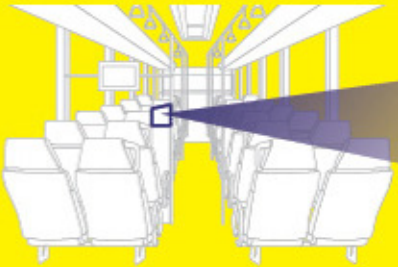
Product-oriented advertising moves your products to consumer allowing consumer to visualize the product before making a purchase. It is designed predominately for new product launches and brand enhancement campaigns.

10 Interior: Back Seat Panel

Your advertisements sit face-to-face to consumers. There is no way they can take their eyes off your advertisements.

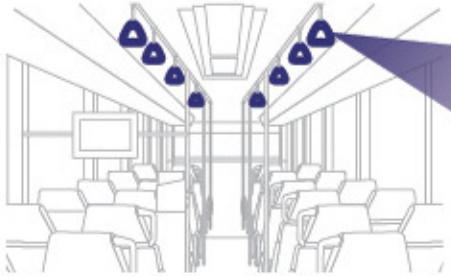
11 Interior: Bus Bracket

Bus brackets are located at ideal location where it can be easily noticed, and picked up by consumers. It is an ideal platform for brochure, flyer and news-paper distribution in a safe and cost effective way.



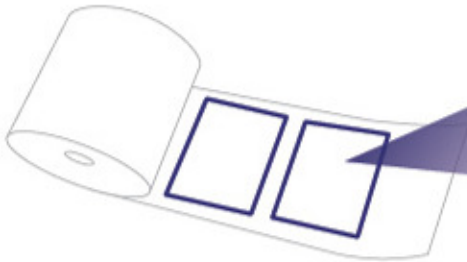
12 Interior: Hanging Panel

Hanging panels carry your message everywhere in the bus. They are removable which allow consumer to bring them home and spread your message to many more people.



13 Interior: Thermal Paper Roll

Thermal paper can be pre-printed with your message and logo. It is used as a bus ticket to passenger who has paid the fare by cash. Your message is delivered by hand to every passenger without a miss.



14 Bus TV Advertisement

Causeway Link TV Advertisement enables you to implement an immersive audio visual communication experience for the viewers.

The Daily bus ridership is reaching

37500!

Monthly ridership is reaching

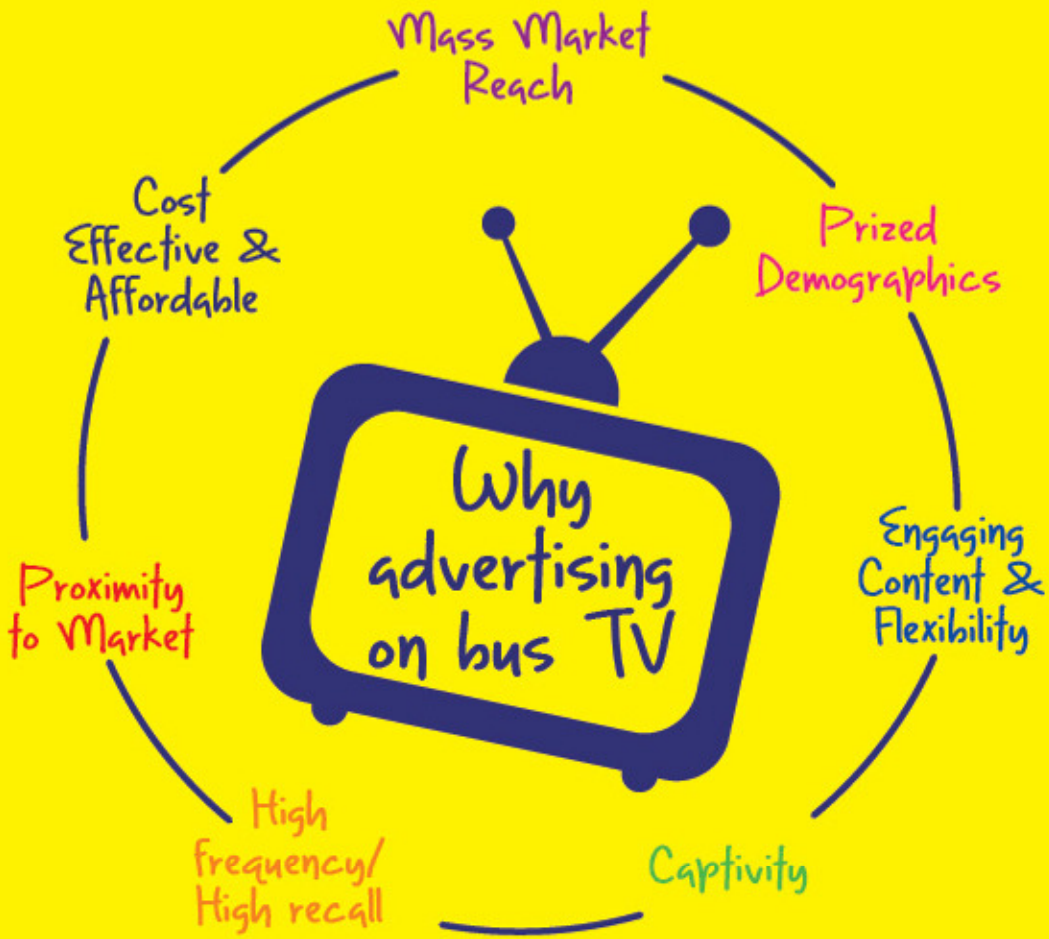
1,125000!

1 spot per hour

18 rotation per day

200 tv buses operating

400 tv installed on buses



15 Customised Exhibition Bus

We have pre-designed multi-purpose adaptable exhibition buses available for rent. The exterior of all our buses can be branded with your logos and advertisements.

Our Exhibition Bus is equipped with:

1. Bus exterior - ideal for displaying logos and graphics, Or indeed a full bus wrap
2. Collapsible side roofing
3. Large exhibition space with multiple display boards
4. Large interior space for bus advertisement
5. Movable desks/workstations
6. Meeting areas with customer
7. Carpeted interior
8. Display lighting
9. Air conditioning and heating
10. Superior sound system

Our Clients

Airbus & Theme Park

Exhibition & Event

Directory & School

Others

Shopping & Leisure

Property Developers & Golf Resort

Please visit our website for more info:
www.causewaylink.com.my or

Procedure of Bus Advertising

Refer to bus network (Choose bus route to advertise and decide on quantity)

(2 weeks) Confirm your design and advertisement message

(2 weeks) Artwork approval from authorities SPAD

(2 weeks) Confirm sticker colour proof, production and installation of bus stickers

Finally watch your advertisement move with the crowd

FAQ

Question: Can I select the bus route & coverage area for bus advertising?
Answer : Yes, you have a flexibility to choose the bus route to advertise based on location & demographic to target your market audience.

Question: How do I go about designing the bus?
Answer : If you have your own in-house designer, bus template will be given for doing design. *Optional professional & design is available if you request special customization, branding & design. Additional charges apply.

Question: What is the minimum duration to advertise on the bus?
Answer : The minimum duration is 3 months. However, for advertisement less than 1 year, a repainting levy and uninstallation fee will be charged to the customer.

Question: What is repainting levy?
Answer : Repainting levy is the removal of bus advertisement, repair & repainting cost of after the expiry of bus advertisement.

Question: What happen if the bus breakdown? How would I be compensated?
Answer : We will extend the advertising period to replace number of days lost due to the bus breakdown.

Question: What is the lead time required for bus advertisement?
Answer : Time required may take up to approximately 4 - 6 weeks. Time allowance is required for preparing the design, getting approval for bus advertisement, color proof, sticker printing, and installation of bus stickers.

Question: What is downtime cost?
Answer : Downtime cost is chargeable as the bus is required to stop for bus operation for one day to have touch up at the body and also installation of the sticker.

Question: How to make the payment?
Answer : Once you have signed the confirmation letter, production cost, repainting levy & commitment fee must be paid before proceeding with the advertising service. Besides that, bus advertisement space rental must be paid 2 months in advance for each subsequent month. Payment can be made by cheque payable to "Handal Indah Sdn Bhd" or by remit payment to Malayan Bank Berhad (Acc No. 501271-023796) & fax over the bank in slip to our Account Department.