SEHRIN TRADE AND CONSTRUCTION • COMMERCIAL MEDIA PROPOSAL 2026

Giant LED Display Advertising Across 6 Major Railway Stations

High-impact audio-visual brand broadcasting at Dhaka Kamalapur, Dhaka Bimanbandar, Chattogram, Sylhet, Khulna & Rajshahi stations

Festive & Annual Campaign Booking Open | www.stcads.com

DAILY PASSENGER CENSUS

Unmatched Daily Captive Audience Reach

772,793+

Total Daily Passenger & Visitor Footfall Across 6 Stations

516,800 Seating Capacity • 258,400 Standing Passengers • 25,840 Accompanying Visitors

COMPETITIVE MEDIA ADVANTAGE

Why Railway Station LED Outperforms Traditional Media



Zero Ad Skipping: Viewers cannot click Skip Ad like YouTube or Facebook.

No Channel Switching: Single dominant broadcast unlike home television.

Split-Screen Utility: Live train schedules run alongside your commercial.

Captive Waiting Time: Passengers constantly watch screens for train updates.

Full Audio-Visual Impact: Giant bright LED screens with clear sound.

STRATEGIC SCREEN PLACEMENT

Maximum Visibility Across High-Footfall Station Zones



Ticket Counter Concourses

Long queues facing giant screens.



Main Waiting Lobbies

High dwell time before departure.



Active Boarding Platforms

Direct visibility during train boarding.

LIVE ON-GROUND PROOF

Real-Time Broadcasts Across Divisional Railway Hubs



Rajshahi Railway Station (8'×4' Giant LED)

High-visibility display right before platform entrance.

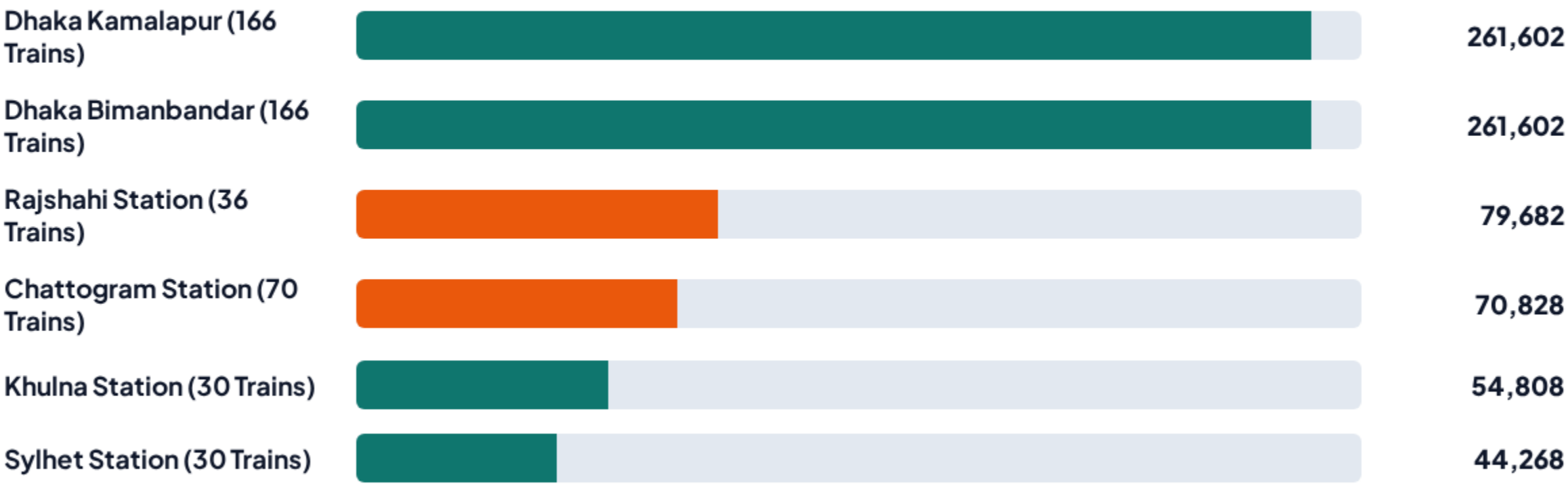


Khulna Railway Station (8'×4' Giant LED)

Captive passenger queues in front of booking counters.

STATION TRAFFIC DISTRIBUTION

Daily Passenger & Visitor Footfall by Railway Station



Total traffic exceeds seating capacity by 55% daily due to standing tickets (50%) and passenger attendants (5%).

BROADCAST OPERATIONS

Daily Airing Window & Content Allocation

18.5 Hrs

Daily Broadcast

6:00 AM to 12:30 AM

50 : 50

Content Ratio

Entertainment vs Commercials

48 Hrs

Rapid Deployment

TVC live after Work Order

100%

Verified Logs

Automated server log sheets

VIEWER ENGAGEMENT PROGRAMS

Curated Programming Keeping Passengers Attentive

Documentaries & Travel Shows

Engaging destination stories for travelers.

Sports & Live Telecasts

High-energy matches drawing huge crowds.

Drama & Cultural Shows

Family entertainment across all demographics.

Festive & National Specials

Exclusive programs during Eid holidays.

COMMERCIAL RATE CARD & PACKAGES

Transparent Pricing & Ready Campaign Packages

250 BDT / Min (+15% VAT) · Negotiable

Standard Rate Card & Estimation Guide

1 Station · 5 Mins/Day (10 Plays/Day)

Campaign Duration	Base Rate	Base Cost	Total w/ 15% VAT
1 Month (30 Days)	250 BDT	37,500 BDT	43,125 BDT
3 Months (90 Days)	250 BDT	112,500 BDT	129,375 BDT
6 Months (180 Days)	250 BDT	225,000 BDT	258,750 BDT
12 Months (365 Days)	250 BDT	456,250 BDT	524,688 BDT

* Indicative figures based on 1 station & 5 mins/day at standard rates. 15% VAT applicable as per Govt. rules.

HOW YOUR CUSTOM BUDGET IS CALCULATED

Daily Mins × 250 BDT × Stations × Days (+15% VAT)

Example: 5 mins/day with a 30-sec TVC plays 10 times/day per station (300 plays/month per hub; 1,800 plays/month across all 6 hubs).

LIVE ESTIMATOR

stcads.com/#pricing

READY MONTHLY PACKAGES (5 MINS/DAY · 30 DAYS)

Starter Hub

1 STATION

Dhaka Kamalapur main concourse — flagship visibility.

261,602+ daily reach

43,125 BDT /mo incl. VAT

Dhaka Metro Dominance

MOST POPULAR

Dhaka Kamalapur + Bimanbandar (332 trains/day).

523,204+ daily reach

86,250 BDT /mo incl. VAT

All-Bangladesh Network

ALL 6 HUBS

Dhaka (2), Chattogram, Rajshahi, Khulna & Sylhet.

772,793+ daily reach

258,750 BDT /mo incl. VAT

Special Corporate & Agency Offer: Flexible volume discounts available for multi-station & 3–12 month bookings. Final pricing is negotiable upon discussion.

ONBOARDING & COMMERCIAL TERMS

Streamlined Campaign Execution & Transparent Reporting

1

Work Order & 50% Advance

Slot confirmation upon PO

2

On-Air Within 48 Hours

48–hr deployment after Work Order

3

Live Photos & Server Log

Automated server logs + photos

4

Balance 50% Settlement

Within 15 days of bill submission

TVC VIDEO FORMAT	STANDARD TAXATION	BROADCAST WINDOW	AGENCY & VOLUME
Full HD 16:9 MP4 · Stereo Audio	All quoted rates subject to 15% VAT	18.5 Hrs Daily (6:00 AM – 12:30 AM)	Flexible multi-month discounts

PROVEN TRACK RECORD

Trusted by 30+ Leading National & Multinational Brands

FMCG, Telecom & Financial Leaders

Telecom & Tech: Grameenphone, Nokia Bangladesh, Ekhanei.com.

Food & Beverage: Nestle, PRAN-RFL Group, Sajeeb, Prome Agro, BD Thai.

Banking & Fintech: UCB Fintech (Upay), First Security Islami Bank, Sunlife.

Consumer Care: Square Group, Haque Group, Mumtaz Herbal, Tasmia.

Industrial, Healthcare & Education Giants

Steel & Cement: BSRM, Bashundhara Group, Seven Rings Cement, Partex.

Automotive & Electronics: Nitol-Niloy Group, Runner Automobiles, Nitol Electronics.

Pharma & Healthcare: GlaxoSmithKline (GSK), ACI Limited, SMC, Doctorola.

Education & Hospitality: Cambrian College, UCC Group, Saifur's, Ocean Paradise.

SEHRIN TRADE AND CONSTRUCTION • FESTIVE & ANNUAL BOOKING OPEN

Reserve Your Brand's Prime Broadcast Slot Today

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