

## Features

**Creative,**  
Direct & Close Interaction  
with **air passengers**



### Remarks:

- All artwork and details are subject to final confirmation and approval from Airport Authority Hong Kong and JCDecaux Pearl & Dean.
- All the general sales term & conditions of current airport rate cards are apply in this airport package.
- The offer is valid until 31 Dec 2008.
- This booking is subject to 1st-come 1st-served booking basis.
- This package is subject to have extra miscellaneous charges such as advertising material production, uploading and conversion fee for screensaver and wallpaper, etc.
- Olympic Peak Period Loading: 20% (April – September 2008)

JCDecaux **Airport**

Internet  
Lounge Network



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# Internet Lounge Network

This is a new advertising format for Passenger Services Sponsorship, which includes a 'Business' segment. This will enhance passengers' experience at Hong Kong International Airport, by providing facilities they need, while offering advertisers a very effective way to advertise.

The advertising effectiveness for developing the "Airport Amenity Unit" in the Internet Lounge Network will provide useful services to passengers where needed. At the same time it will also be possible to position advertising messages in high-traffic locations, head-on to the viewing public at prominent positions along the Departure Central Concourse.

This Network can achieve very high passenger awareness. The experience of using this kind of advertising format demonstrates a successful advertising campaign because of the close interaction with the users, which also enhances their memory of the branding.

The "Airport Amenity Unit" in this Network have many alternative functional base designs, which support double-sided backlit lightboxes mounted on top and advertising wraps on the bottom area in order to strengthen the brand image of the advertiser.

This Network includes lightbox panels, poster wraps, computers for passenger use with screensaver and wallpaper from the advertiser. For the Amenity Units, the versatile bases display desktop computers, electric plug-ins for laptops, ultra fast mobile phone battery chargers and promotional leaflet racks.

## Entitlements

- Screensaver / wallpaper advertising on 4 computer monitors (2 computers per amenity unit)
- 2 double-sided lightboxes (1 on top of each amenity unit)
- 4 advertising wraps (2 at the bottom of each amenity unit)
- 4 take-one racks (2 on each amenity unit)
- 1 free standing lightbox in landscape format (size code: E2A) within the zone

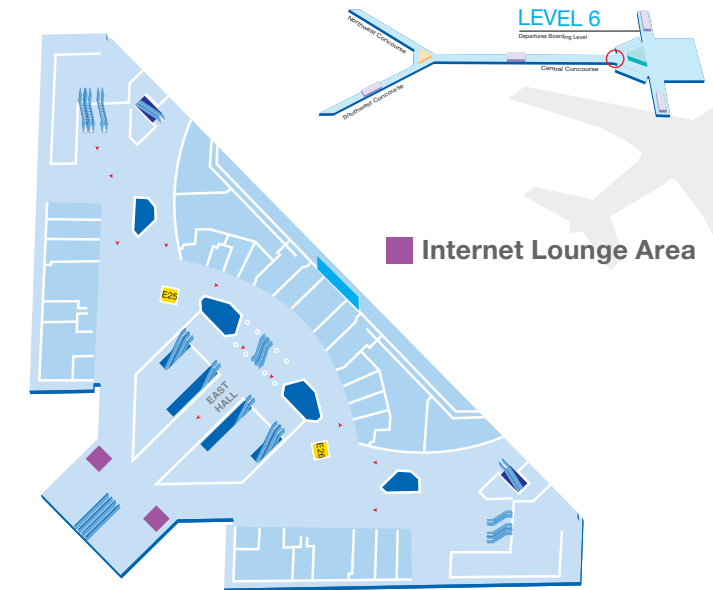
**Location** : at high-traffic location, head-on to the viewing public at prominent location along the Departure Central Concourse

**Target** : departure air passengers

**Media Gross Rate** : HK\$96,800/week/site

**Minimum Booking** : 4 consecutive weeks

## Location Map



\*Mockup only, not on actual scale