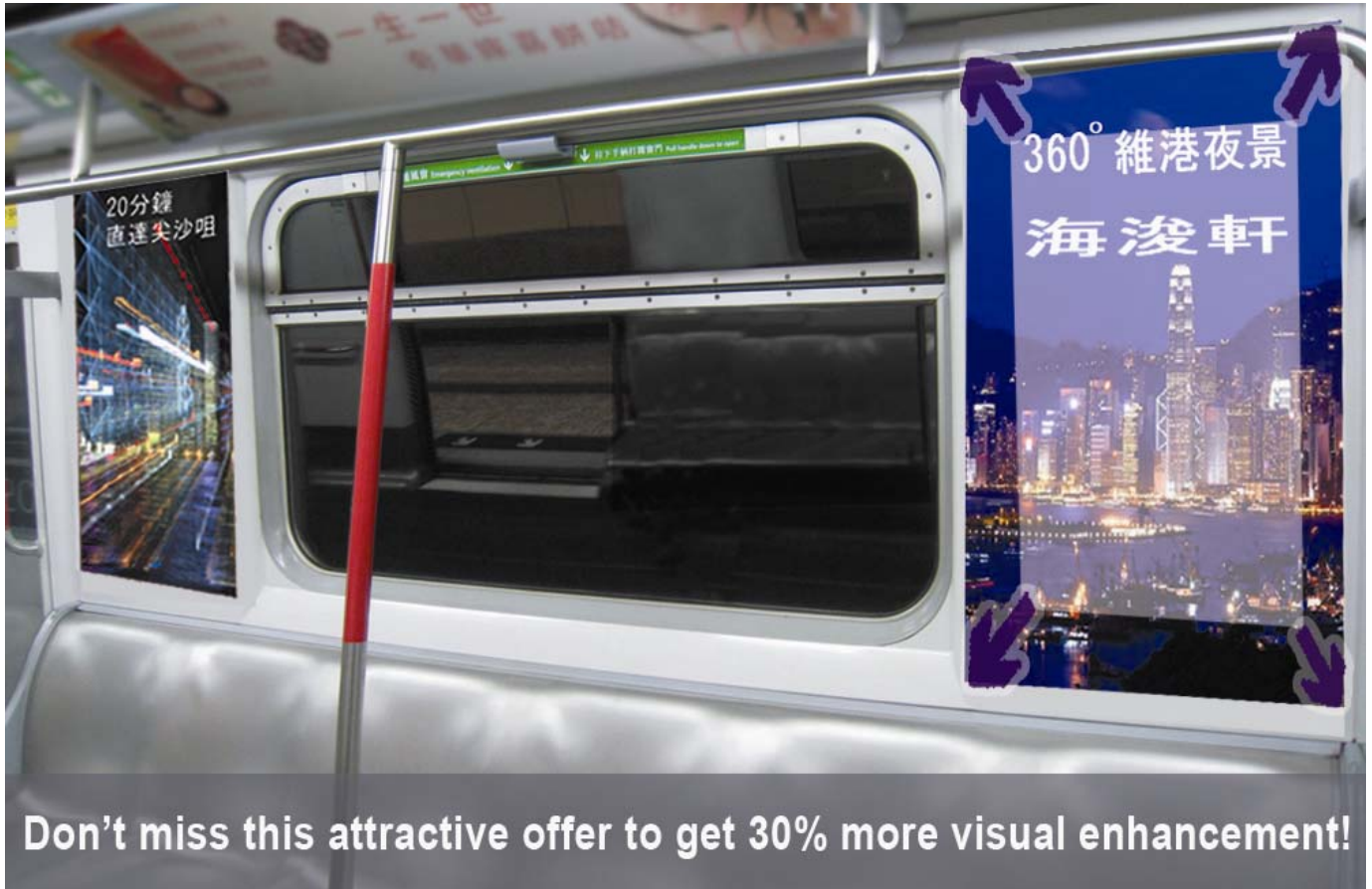


# MTR Advertising “Call for Action Encore” Package

Enlarged display size magnifies visual impact and visibility!



**Don't miss this attractive offer to get 30% more visual enhancement!**

- MTR In-train formats ensure high visibility, mass coverage, captive environment and a prolonged viewing time.
- With a 30% enlargement of display size, this Package provides a further more effective delivery of promotional messages.

## Package Details

**Enlarged** Sticker Next to Saloon Window (SNSW)  
10 trains x 56 stickers per train

(Maximum of 2 trains on the Island Line)

Display Period: 2 weeks

## Optional Package

**Enlarged Sticker Next to Saloon Window (SNSW)  
+ Sticker on Saloon Window (SW)**

10 trains x  
[56 stickers for SNSW + 28 double-sided stickers on SW]  
(Maximum of 2 trains on the Island Line)

Display Period: 2 weeks



Mock up for reference only

Book now to enjoy exceptional advertising effectiveness!  
Enquiry hotline: 2111 0111 | Email: [info@jcdecaux.com.hk](mailto:info@jcdecaux.com.hk)  
Website: [www.jcdecaux.com.hk](http://www.jcdecaux.com.hk)

## Remarks

- 1) The Call for Action Encore Package:
  - i) Special Package Rate refers to the media cost only. Installation fee of HK\$20 per regular size sticker will be charged for Sticker Next to Saloon Window. For any die cut sticker, an installation fee will be charged subject to JCDecaux Pearl & Dean's quotation. Installation of Sticker Next to Saloon Window must be done by JCDecaux Pearl & Dean.
  - ii) Production inclusive rate refers to the media cost plus printing, installation and dismantling cost for 2 versions of regular (non die-cut) stickers for Sticker Next to Saloon Window.
- 2) Optional Entitlement:
  - i) Special Package Rate refers to the media cost only.
  - ii) Production inclusive rate refers to the media cost plus printing, installation and dismantling cost for 1 version of sticker for Sticker on Saloon Window.
- 3) Advertisers may choose to assign their own contractor for production at their own cost.
- 4) The above package rates (except for extension offer) include 15 % agency commission.
- 5) Campaigns using entitlements of the above offers must be commenced within 1 July to 30 September of 2009.
- 6) Creative design, artwork and logistic are subject to final approval by JCDecaux Pearl & Dean Ltd.
- 7) Master contract discount will not apply to the above package. However, spending will be counted towards Master Commitment.
- 8) Bookings are accepted on a first come, first served basis.
- 9) All Terms & Conditions listed in MTR\* Advertising PosterAds & FeatureAds Rate Card 30 are applicable.



\* MTR refers to Kwun Tong Line, Tsuen Wan Line, Island Line, Tung Chung Line, Tseung Kwan O Line and Disneyland Resort Line.