

MTR Advertising “PRC’s 60th Anniversary” Package

Grab every business opportunity during the National Day Golden Week!



* Mock up for reference only

In the run up to this special occasion in October, JCDecaux Transport offers the “PRC’s 60th Anniversary” Package which helps you:

- To strengthen your brand image with potential audiences;
- To reach the target audience at strategic locations; and
- To enhance brand exposure through mass coverage

Package Details

Core Entitlement:

- (1) 1 x Poster On Wall at Causeway Bay Galleria
- (2) Logo Exposure on Trackside 12-sheets
- (3) Logo Exposure on Platform Buntings at Mong Kok (lower platform) and Tsim Sha Tsui MTR stations

Other Entitlement:

- (1) 1 x Trackside 12-sheet Frequency Package

Display Period: 3 weeks

Book now to enjoy exceptional advertising effectiveness!
Enquiry hotline: 2111 0111 | Email: info@jcdecaux.com.hk
Website: www.jcdecaux.com.hk

Remarks

1. Special Package Rate includes the cost of printing, installation and dismantling of the materials for "Core Entitlement", but does not include that for "Other Entitlement".
2. Production Inclusive Rate refers to the media cost plus printing, installation and dismantling cost for both "Core Entitlement" and "Other Entitlement".
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. Display Period:
 - 5.1) Poster On Wall at Causeway Bay Galleria: 16th September to 6th October of 2009
 - 5.2) Logo Exposure on Platform Bunting: 16th September to 6th October of 2009
 - 5.3) Logo Exposure on Trainside 12-sheet: 19th September to 9th October of 2009
 - 5.4) Trainside 12-sheet Frequency Package of the "Other Entitlement": must be ended before 31st October 2009.
6. Creative design, artwork and logistics 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.