

MTR Advertising Call for Action – Extended Package

Viva the enlarged Sticker Next to Saloon Window



Enlarged Sticker Next to Saloon Window

✓ High visibility ✓ Mass coverage ✓ Captive environment ✓ Prolonged viewing time

Photo for reference only

- The **Enlarged** Sticker Next to Saloon Window has helped many advertisers to attract their target audiences' attention.
- We are glad to extend the availability of this enlarged format with this **Extended Package!**

The Package

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

Special Package Rate:
HK\$284,000

Production Inclusive Rate:
HK\$352,500

Optional Package

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



Photo for reference only

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

**Special Package Rate:
HK\$409,000**

**Production Inclusive Rate:
HK\$550,000**

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

Remarks

- 1) The Call for Action Extended 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 Package:
 - 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 2 versions of regular (non die-cut) stickers for Sticker Next to Saloon Window and 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 ended by 30 November of 2009.
- 6) Display size of Enlarged Sticker Next to Saloon Window: 500 x 900mm (W x H)
- 7) Creative design, artwork and logistic are subject to final approval by JCDecaux Pearl & Dean Ltd.
- 8) Master contract discount will not apply to the above package. However, spending will be counted towards Master Commitment.
- 9) Bookings are accepted on a first come, first served basis.
- 10) 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.