

JCDecaux

showcasing the world

Advertising at Macau International Airport *Exterior Billboard*

Aug 2008



Airport

- **The giant billboards near Macau Airport which are located on the main road to Cotai area.**
- **This prominent location offering prestigious opportunities for advertisers to showcase their creative message to target audiences.**
- **It also enhance the corporate and brand image significantly.**

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Exterior Billboard



Overall Size: 18m(W) x 9m(H)

Visual Size: 18m(W) x 6m(H)

Material Size: 18.3(W) x 6.3m(H)

Quantity: 3

Airport₃

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Airport₅



Macau International Airport

Main Road Traffic to Cotai area

Exterior Billboard



→ Main Road Traffic to Cotai area

— Proposed Billboard Location

- Format: Exterior Billboard
- Location: Along the main road to Cotai area which passes:
 1. 100% road traffic coverage from Macau International Airport
 2. All new ferry piers to Cotai area
 3. Friendship Bridge to Cotai area
- Qty: 3
- Tentative Size: 18m x 6m (w x h)
- Original Media Rate : MOP\$216,000 gross / month / billboard
- ***Early Bird Package: MOP\$150,000 gross for 1 site per month**
- Production Cost : MOP\$52,000
- *(Early Bird Package is valid for display period May – Sept 08 only)*

- 1) The contract is non-cancelable after booking.
- 2) The media rate in this package is subject to change without prior notice.
- 3) 2-month deposit is payable within 7 days upon notification of acceptance of booking & rental payment is monthly in advance.
- 4) Advertiser is responsible for posting and depositing of advertising material.
- 5) All the details and artwork creative are subject to the final approval and confirmation from Airport Authority in Macau and JCDecaux Macau.
- 6) Please refer all other general sales terms & conditions from our current rate cards, except those special one will be listed in official contract later.
- 7) Note that there is no automatic right of renewal and 1st right of refusal to renew on expiry of booking.
- 8) JCDecaux Macau reserves the right to change and terminate the package without prior notice.
- 9) All airport bookings are confirmed on 1st come 1st served basis.
- 10) All bookings are subject to availability and advertiser should double check availability before booking.
- 11) 15% agency commission is inclusive in the package.
- 12) The existing Sales Terms and Conditions in our airport rate card is also applied in this package.
- 13) Ad Material: Front-lit computer print flexible-vinyl at standard resolution - 48 pixels per inch.