



# MTR Advertising Platform Projection Network

We are proud to present the re-launch of the completely revamped Platform Projection Network, with 34" displays and enhanced visual quality. Whether you are advertising to increase brand equity or to drive tactical promotions, the Platform Projection Network is the best option to provide special zone domination impact, video broadcast and effective coverage right on the platform of 8 high traffic stations.

**Easy to adapt, high visual impact and extensive coverage.  
The Platform Projection Network package makes your money worth so much more!**



### Package Entitlements

- 1) 8 x Platform Projection Zone, each includes:
  - (i) 1 x Projection on Platform Screen Door
  - (ii) 1 x Sticker on Platform Screen Door
  - (iii) 2 x Trackside 12-sheet behind the Platform Screen Door

**Package Rate:**  
**HK\$880,000 / 3 weeks**  
Production Inclusive!

### Stations:

Central, Admiralty, Causeway Bay, Tai Koo, North Point, Tsim Sha Tsui, Mong Kok & Prince Edward

- 2) 1 x Trackside 12-sheet Frequency Package (150pcs)

Enhance Network  
Coverage

Display Period: 3 weeks

## Locations of the 8 Platform Projection Zones

<u>Station</u>	<u>Platform</u>	<u>Track Direction</u>	<u>Panel No. of 12-sheet behind Platform Screen Door</u>
Central	Island Line Platform	To Chai Wan	100/1300/19-20
Admiralty	Lower Platform	To Tsuen Wan	102/1100/13-14
Causeway Bay	Lower Platform	To Sheung Wan	307/1200/15-16
Tai Koo	Platform No.2	To Sheung Wan	321/1200/5-6
North Point	Platform No.2	To Sheung Wan	315/1200/18-19
Tsim Sha Tsui	Platform No. 1	To Jordan	105/1100/24-25
Mong Kok	Lower Platform	To Central	113/1200/20-21
Prince Edward	Platform No.1	To Tsuen Wan	200/1100/26-27

**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 above package is inclusive of printing, installation and dismantling of materials.
2. The above package rate includes 15 % agency commission.
3. Maximum screen size = 700(W) x 520(H), resolution = 1024 x 768.
4. Commencement day: Saturday.
5. Creative design, artwork and logistics are subject to final approval by JCDecaux Pearl & Dean Ltd.
6. Master contract discounts do not apply to the above package. However, spending will be counted towards Master Commitments.
7. Bookings are accepted on a first come, first served basis.
8. All Terms & Conditions listed in MTR\* Advertising PosterAds & FeatureAds Rate Card No. 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.