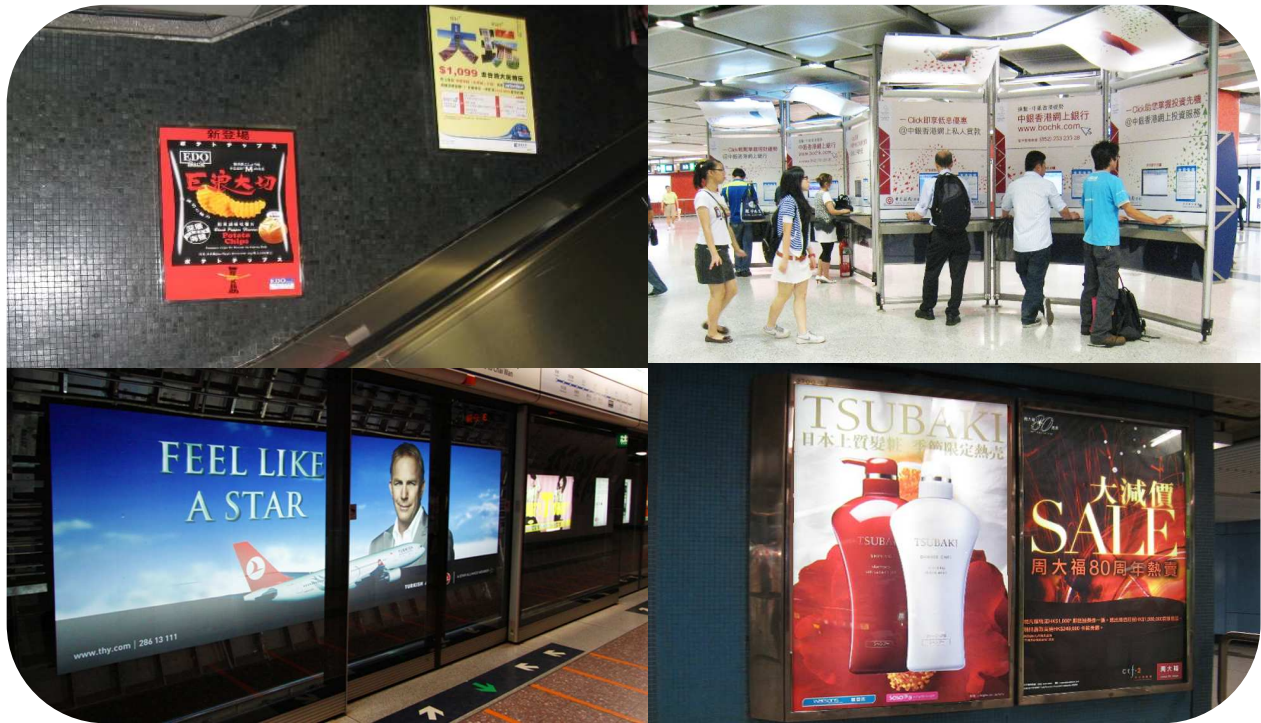


MTR Advertising 2010 Spring Package

A prosperous year begins with 2010 Spring Package!



* Photos for reference only

Having a good start in a year is of vital importance! Being your reliable media partner, JCDecaux Transport assures your business kicks off well through the “2010 Spring” package, which offers:

- Network coverage with guaranteed exposure
- Mass and on-target reach in captive environment

This package is ideal for advertisers of the following categories:

Food & Beverage	Fast food	Music	Household	Travel
Health Food	Restaurant	Toys	Pharmaceutical	Hotel
Foodstuff	Liquor	Computer	Supermarket	Karaoke

Package Details:

Package A

Entitlement:
Escalator Crown Standard Network (253 panels)

Display Period: 2 weeks

Package B

Entitlements:
(1) 4-sheet Special Network (100 panels at MTR
and Airport Express Networks)
(2) 2 x i-Centre
- 1 x i-Centre at Mong Kok/Kowloon Tong/Tsuen Wan
- 1 x i-Centre at Kowloon Bay/Tai Koo/Quarry Bay

Display Period: 2 weeks for 4-sheet Special Network
1 month for i-Centre

Package C

Entitlement:
Trackside 12-sheet Special Network (85 panels at MTR
and Airport Express Networks)

Display Period: 2 weeks

Package D

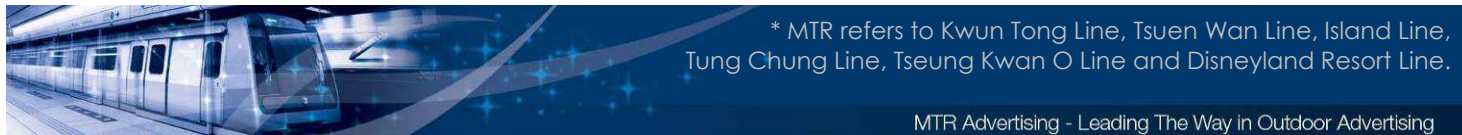
Entitlement:
2 x Trackside Billboard
- 1 x Trackside Billboard at Mong Kok/Kowloon Tong/
Wan Chai
- 1 x Trackside Billboard at Causeway Bay/Tsim Sha Tsui/
Central

Display Period: 1 month

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

Remarks

1. Special Package Rate:
 - (i) Package A and Package C: includes the media cost, installation and dismantling of the entitlements.
 - (ii) Package B: includes the media cost, installation and dismantling of entitlement (1) and the media cost for entitlement (2).
 - (iii) Package D: includes the media cost only.
2. The above Production Inclusive Rates refer to the media cost plus printing, installation and dismantling cost for all entitlement(s).
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 of above entitlements must lie between 21st February to 20th March 2010.
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.

MTR Advertising - Leading The Way in Outdoor Advertising