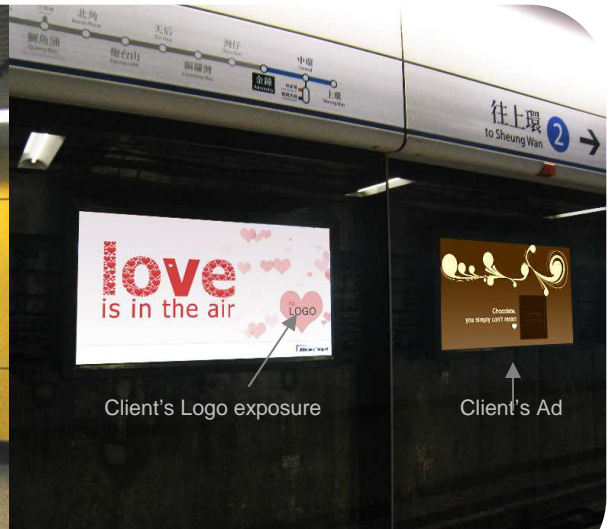


# MTR Advertising “2010 Valentine’s Day” Package



6-sheet Scrolling Unit with JCD panel extension



Trackside 12-sheet with logo exposure

\* Mock up for reference only, design of JCD poster is subject to confirmation.

It's time to promote your products and services to your target audience as they are ready to shop for lovely gifts and plan for entertaining events in the affectionate February! As your reliable business partner, JCDecaux Transport is pleased to offer the “2010 Valentine's Day” package to help you:

- Reach your target audience at prime and strategic locations;
- Capture extra attention from passengers with digital animation and motion; and
- Maximise brand exposure through mass coverage.

## Package Details:

### Package A

Entitlements:

- (1) 1 x Trackside 12-Sheet Special Network (75 panels)
- (2) Logo exposure on JCD's posters in Valentine's theme  
[1x Trackside 12-Sheet Special Network (75 panels) in consecutive with entitlement (1)]
- (3) 1x Digital Panel Network  
(40 x 10 sec spots per hour in 10 key MTR Station)

Display Period: 3 weeks for entitlements (1) & (2)  
2 weeks for entitlement (3)

## Package B

### Entitlements:

- (1) 1 set x 6-sheet Scrolling Unit with JCD's panel extension  
in Valentine's theme at one of the below sites:
- a) Causeway Bay Station – Concourse Near by Exit F
  - b) Causeway Bay Station – Subway leading to Times Square (8801-8804)
  - c) Causeway Bay Station – Subway leading to Times Square (8805 – 8808)
  - d) Admiralty Station – Lower Platform

- (2) 4-sheet Special Network (92 panels)

Display Period: 3 weeks

Book now to enjoy unparalleled advertising effectiveness!

JCDecaux Transport  
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### Remarks

1. For Package A, Special Package Rate includes the production cost (Printing) of the materials for Entitlement (2), but does not include that for Entitlements (1) and (3).
2. For Package B, Special Package Rate includes the production cost (Printing) of the materials for Entitlement (1), but does not include that for Entitlements (2).
3. Production Inclusive Rates refer to the media cost plus printing, installation and dismantling cost for all entitlements of the package.
4. Advertisers may choose to assign their own contractor for production at their own cost.
5. The above package rates include 15% agency commission.
6. Display Period: All entitlements will start from 30 Jan to 19 Feb 2010 except for the Digital Panel Network of Package A which will start from 4 to 17 Feb 2010.
7. Creative design, artwork and logistics 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.

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