

# MTR Advertising “2010 Poster Plus” Package

*Showcase your advertising message to the MASS!*



Photo for reference only

To help you achieve on-target reach to the mass with high and effective frequency, we are proud to offer the “2010 Poster Plus” package which furnishes your marketing strategies with:

- ✓ Remarkable exposure to the massive audience with an upscale profile.
- ✓ Value-added advertising impact enhanced by network coverage.

## Package A

126 sets x 3 Consecutive Escalator Crown Panels  
+ 5 x Panel extension around 3 Consecutive Escalator Crown Panels

Display Period: 2 weeks

## Package B

1 x Trackside 12-sheet Frequency Network (150 panels) + 5 x Platform Screen Door



[Mock-photo for reference only]

Display Period: 2 weeks

Book now to enjoy the magnifying 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

- Special Package Rate:
  - Package A: includes the media cost plus installation and dismantling cost of regular cardboard (non die-cut, non pop-up) for Escalator Crown Panels and media cost for Panel Extension.
  - Package B: includes the media cost plus installation and dismantling cost for Trackside 12-sheet and media cost for Platform Screen Door.
- Production Inclusive Rates include the media cost plus printing, installation and dismantling cost for:
  - Package A: 3 versions of regular cardboard (non die-cut, non pop-up) for Escalator Crown Panel and 1 version for Panel Extension;
  - Package B: 1 version of 12-sheet poster and 1 version of sticker for Platform Screen Door
- Advertisers may choose to assign their own contractor for production at their own cost.
- The above special rates include 15 % agency commission.
- Campaigns using the above offers must be ended by 30 June 2010.
- Creative design, artwork and logistics are subject to the final approval by JCDecaux Pearl & Dean Ltd.
- Master contract discounts will not apply to the above package. However, spending will be counted towards Master Commitments.
- Bookings are accepted on a first-come, first-served basis.
- 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.

MTR Advertising - Leading The Way in Outdoor Advertising