

# MTR Advertising “2010 Call for Action” Package

*Capture your audience’s attention inside MTR train!*



[Photo for reference only]

In response to the overwhelming support and success of the Enlarged Sticker Next to Saloon Window, we are glad to continue providing the “2010 Call for Action” Package until the end of November 2010. Our train formats continue to provide your campaign with:

- ✓ Eye-catching position directed to mass coverage.
- ✓ Prolonged viewing time within the captive environment.
- ✓ Strategic route selection for precise on-target reach.

## Package A

**Enlarged** Sticker Next to Saloon Window (SNSW)  
[10 trains x 56 stickers per train]  
(Maximum of 2 trains on the Island Line)

Display Period: 2 weeks

## Package B

**Enlarged Sticker Next to Saloon Window (SNSW)**  
+ Saloon Window Sticker (SW)  
[10 trains x 56 SNSW and 28 SW stickers per train]  
(Maximum of 2 trains on the Island Line)



[Photo for reference only]  
Display Period: 2 weeks

## Package C

**Train Door Window Sticker (TDWS)**  
6 trains x 160 stickers per train  
(Maximum of 2 trains on the Island Line)



[Photo for reference only]  
Display Period: 2 weeks

Book now to enjoy the inclusive advertising effectiveness!  
Enquiry hotline: 2111 0111 | Email: [info@jcdecaux.com.hk](mailto:info@jcdecaux.com.hk)  
Website: [www.jcdecaux-transport.com.hk](http://www.jcdecaux-transport.com.hk)

### Remarks

- 1) Special Package Rate for Package A and Package C include media cost plus installation and dismantling cost of regular materials (non die-cut). Special Package Rate for Package B includes media cost only.
- 2) Production Inclusive Rates include the media cost plus printing, installation and dismantling cost for:
  - (i) Package A: 2 versions of regular (non die-cut) stickers for SNSW;
  - (ii) Package B: 2 versions of regular (non die-cut) stickers for SNSW and 1 version of sticker for SW;
  - (iii) Package C: 2 versions of regular (non die-cut) stickers for TDWS.For any die cut sticker, an additional installation fee will be charged subject to JCDecaux Pearl & Dean's quotation.
- 3) Advertisers may choose to assign their own contractor for production at their own cost.
- 4) The above package rates include 15 % agency commission.
- 5) Campaigns using the above offers must display between 1 Aug and 30 Nov 2010.
- 6) Display size of Enlarged Sticker Next to Saloon Window: 500 x 900mm (W x H)
- 7) Creative design, artwork and logistic 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 31 are applicable.



\* MTR refers to Kwun Tong Line, Tsuen Wan Line, Island Line, Tung Chung Line, Tseung Kwan O Line and Disneyland Resort Line.