

Media Recommendation

Airport Trolleys: an Inescapable Media



JCDecaux **Airport**

Hongqiao Airport Trolley



JCDecaux **Airport**

Pudong Airport Trolley



- ✈ **Essential** and **inescapable media** in airports
- ✈ **Trolleys** distributing throughout the airport terminal, just like **movable advertising** to release brand message to your target audience
- ✈ Trolleys in luggage claim hall are **cost-effective media for brands** –
used by 90% of the travelers
- ✈ Trolleys are used **7 times per day** by the passengers and **more than 4 hours per day**

Terminal	Quantity	Production Cost (RMB/unit)		2010 Rate Card (RMB/unit/month)
		Long term	Short term	
Hongqiao T1	1300 (L)			
Hongqiao T2	5000 (L) / 1000 (S)	95.59 (Large)	45.69 (Large)	
Hongqiao Traffic Center		56.62 (Small)	23.70 (Small)	350 (Large) 210 (Small)
Pudong T1	6000(L)/2000(S)	77 (Large)	36(Large)	
Pudong T2		36 (Small)	13(Small)	

Long term: minimum 1 year
Short term: 3 months basis

For detailed production size & cost, please contact us.

JCDecaux **Airport**

Thank you!

