

## Reference Rates of Major Advertising Formats for MTR Urban Lines in 2015

## PosterAds – Trackside 12-sheet Networks

	Gross Rate/Week (HK\$)
Frequency Network (150 panels)	306,000
High Impact Network (240 panels)	415,000
Dual Consecutive Network (75 pairs of panels)	352,000
Whole Track Network (15 to 40 panels)*	445,000
Half Track Network (10 to 15 panels)*	267,000

\* No. of panels varies with the length of track at different stations.

Network Distribution			
Station No.	Station	Frequency Network	High Impact Network
408	Kennedy Town	1	2
405	Hong Kong University	2	4
402	Sai Ying Pun	2	4
302/303	Sheung Wan	1	2
100	Central	7	12
102	Admiralty	7	10
305	Wan Chai	3	6
307/308	Causeway Bay	2	4
310	Tin Hau	2	4
313	Fortress Hill	3	4
315	North Point	5	6
318	Quarry Bay	6	6
321	Tai Koo	4	4
324	Sai Wan Ho	2	4
327	Shau Kei Wan	3	6
330	Heng Fa Chuen	-	-
332	Chai Wan	-	-
105	Tsim Sha Tsui	2	4
108	Jordan	4	6
110	Yau Ma Tei	6	8
113	Mong Kok	6	12
200	Prince Edward	6	10
202	Sham Shui Po	4	6
205	Cheung Sha Wan	5	6
208	Lai Chi Kok	4	6
210	Mei Foo	3	6
213	Lai King	5	6
216	Kwai Fong	1	2
219	Kwai Hing	1	2
221	Tai Wo Hau	4	8
224	Tsuen Wan	1	2
119	Shek Kip Mei	2	4
121	Kowloon Tong	3	6
124	Lok Fu	2	4
127	Wong Tai Sin	3	4
130	Diamond Hill	3	4
132	Choi Hung	2	2
135	Kowloon Bay	-	-
138	Ngau Tau Kok	-	-
141	Kwun Tong	-	-
144	Lam Tin	1	2
618	Hong Kong	4	6
620	Kowloon	4	6
622	Olympic	-	-
624	Nam Cheong	2	4
626	Tsing Yi	3	6
630	Tung Chung	4	6
148	Yau Tong	4	8
150	Tiu Keng Leng	3	6
702	Tseung Kwan O	2	4
703	LOHAS Park	3	-
705	Hang Hau	2	4
708	Po Lam	1	2
Minimum Guaranteed No. of Panels per Network		150	240

**Booking Conditions**

All networks are constructed to optimize coverage and frequency opportunities.

The positioning of each site is pre-determined to give a balanced distribution of panels throughout the system.

The formation of Trackside 12-sheet Network Banks by booking two to four consecutive Trackside 12-sheet Networks is subject to availability.

The distribution mentioned is subject to change without further notice.

**Peak Season**

15% surcharge applies on all Network bookings during this period, please see the booking calendar for details.

**Bank Loading**

15% surcharge applies on the formation of Trackside 12-sheet Banks by booking consecutive Trackside 12-sheet Networks.

**Size (W x H)**

Material Size: 3050 x 1560 mm  
Display Size: 2990 x 1500 mm

**Material**

Duratron or Yupo Paper

**Delivery**

Material must be delivered at least 3 full working days before the commencement date.

**Minimum Booking Period**

3 weeks

**Commencement**

Friday / Saturday

**Remarks**

1. The number of panel (s) at any particular station may be more or less than the number(s) shown above.
2. Distribution and the no. of panels per network are subject to change at the time of display.
3. Advertisers should prepare an extra 50% of their total number of needed posters as spares.

# PosterAds – 4-sheet Networks

Gross Rate/Week (HK\$)

<b>Frequency Network (185 panels)</b>	<b>194,000</b>
<b>High Impact Network (245 panels)</b>	<b>249,000</b>
<b>Dual Consecutive Network (92 pairs of panels)</b>	<b>224,000</b>

Network Distribution			
Station No.	Station	Frequency	High Impact
408	Kennedy Town	2	3
405	Hong Kong University	8	10
402	Sai Ying Pun	8	10
302/303	Sheung Wan	5	6
100	Central	4	5
102	Admiralty	6	8
305	Wan Chai	4	6
307/308	Causeway Bay	5	6
310	Tin Hau	2	5
313	Fortress Hill	2	4
315	North Point	4	6
318	Quarry Bay	5	7
321	Tai Koo	4	5
324	Sai Wan Ho	2	3
327	Shau Kei Wan	1	2
330	Heng Fa Chuen	-	-
332	Chai Wan	1	2
105	Tsim Sha Tsui	6	8
108	Jordan	6	9
110	Yau Ma Tei	3	6
113	Mong Kok	9	9
200	Prince Edward	6	6
202	Sham Shui Po	4	6
205	Cheung Sha Wan	9	10
208	Lai Chi Kok	7	9
210	Mei Foo	7	8
213	Lai King	3	5
216	Kwai Fong	3	3
219	Kwai Hing	1	3
221	Tai Wo Hau	4	4
224	Tsuen Wan	1	2
119	Shek Kip Mei	4	6
121	Kowloon Tong	4	6
124	Lok Fu	0	1
127	Wong Tai Sin	4	6
130	Diamond Hill	8	9
132	Choi Hung	7	7
135	Kowloon Bay	1	2
138	Ngau Tau Kok	1	2
141	Kwun Tong	5	7
144	Lam Tin	2	3
618	Hong Kong	1	1
620	Kowloon	2	3
622	Olympic	2	2
624	Nam Cheong	5	5
626	Tsing Yi	3	3
630	Tung Chung	-	-
148	Yau Tong	1	1
150	Tiu Keng Leng	-	1
702	Tseung Kwan O	1	1
703	LOHAS Park	1	2
705	Hang Hau	1	1
708	Po Lam	-	-
Minimum Guaranteed No. of Panels per Network		185	245

## Booking Conditions

All networks are constructed to optimize coverage and frequency opportunities.

The positioning of each site is pre-determined to give a balanced distribution of panels throughout the system.

The formation of 4-sheet Network Banks by booking two to four consecutive 4-sheet Networks is subject to availability.

The mentioned distribution is subject to change without further notice.

## Peak Season

15% surcharge applies on all network bookings during this period, please see the booking calendar for details.

## Bank Loading

15% surcharge applies on the formation of 4-sheet Banks by booking consecutive 4-sheet Networks.

## Size (W x H)

Material Size: 1010 x 1530 mm  
Display Size: 990 x 1500 mm

## Material

Photographic transparency or Duratran for less than ten posters; Yupo Paper for larger quantity (more than ten posters).

## Delivery

Material must be delivered at least 3 full working days before the commencement date.

## Minimum Booking Period

3 weeks

## Commencement

Saturday

## Remarks

1. The number of panel (s) at any particular station may be more or less than the number(s) shown above.
2. Distribution and the no. of panels per network are subject to change at the time of display.
3. Advertisers should prepare an extra 50% of their total number of needed posters as spares.

## PosterAds – 4-sheet Panel / Panel Extension

### 4-sheet Panel (Line by Line)

Station No.	Station	Gross Rate/Panel/Week (HK\$)
408	Kennedy Town	2,740
405	HKU	2,740
402	Sai Ying Pun	2,740
302/303	Sheung Wan	2,640
100	Central	5,720
102	Admiralty	4,670
305	Wan Chai	3,620
307/308	Causeway Bay	6,080
310	Tin Hau	1,380
313	Fortress Hill	1,500
315	North Point	2,740
318	Quarry Bay	2,000
321	Tai Koo	4,560
324	Sai Wan Ho	1,170
327	Shau Kei Wan	1,170
330	Heng Fa Chuen	1,170
332	Chai Wan	1,980
105	Tsim Sha Tsui	6,080
108	Jordan	3,740
110	Yau Ma Tei	1,630
113	Mong Kok	5,030
200	Prince Edward	1,750
202	Sham Shui Po	2,500
205	Cheung Sha Wan	1,170
208	Lai Chi Kok	1,630
210	Mei Foo	1,400
213	Lai King	1,400
216	Kwai Fong	1,880
219	Kwai Hing	1,170
221	Tai Wo Hau	1,170
224	Tsuen Wan	5,850
119	Shek Kip Mei	1,170
121	Kowloon Tong	4,210
124	Lok Fu	1,400
127	Wong Tai Sin	1,520
130	Diamond Hill	1,170
132	Choi Hung	1,400
135	Kowloon Bay	2,340
138	Ngau Tau Kok	1,290
141	Kwun Tong	3,970
144	Lam Tin	1,980
618	Hong Kong	5,030
620	Kowloon	4,330
622	Olympic	1,980
624	Nam Cheong	3,280
626	Tsing Yi	1,520
630	Tung Chung	1,170
148	Yau Tong	2,340
150	Tiu Keng Leng	1,980
702	Tseung Kwan O	1,980
703	LOHAS Park	1,880
705	Hang Hau	2,220
708	Po Lam	2,220

#### Peak Season

15% surcharge applies on booking of Panel Extension during this period, please see the booking calendar for details.

#### Bank Loading

30% surcharge applies on booking of consecutive 4-sheet Panels.

#### Size (W x H)

Material Size: 1010 x 1530 mm  
Display Size: 990 x 1500 mm

#### Material

Photographic transparency or Duratran for less than ten posters; Yupo Paper for larger quantity (more than ten posters).

#### Delivery

Material must be delivered at least 3 full working days before the campaign start date.

#### Minimum Booking Period

4 weeks

#### Commencement

Saturday

### Panel Extension

	Gross Rate / Week (HK\$)
Sticker Wrap Around 1 panel	42,000
Sticker Wrap Around 2 panels	47,000
Sticker Wrap Around 3 panels	53,000
Sticker Wrap Around 4 panels	58,000
Sticker Wrap Around 5 panels	63,000

#### Remark

The above rates for panel extension are exclusive of the media cost of panel(s).

## FeatureAds – Train Formats

Train Body		Gross Rate/Week (HK\$)
Full Train Body		101,600/ Train
<b>Minimum Booking Period</b>	8 weeks	
<b>Commencement</b>	Saturday	
In-train Campaign		Gross Rate/Week (HK\$)
Train Door Window Stickers + Train Door Interior + Wrap Around Saloon Window + Stickers on In-train Glass Panes + Gangway + Broadview Stickers / Banners		146,200 / Train
<b>Minimum Booking Period</b>	4 weeks	
<b>Commencement</b>	Thursday	
Train Body + In-train		Gross Rate/Week (HK\$)
Full Train Body + In-train Campaign		196,900 / Train
<b>Minimum Booking Period</b>	8 weeks	
<b>Commencement</b>	Saturday	
In-train Formats		Gross Rate/Week (HK\$)
<b>Train Door Exterior + Train Door Interior + Train Door Window Stickers</b> Full Train (80 pairs of door)		115,800 / Train
<b>Train Door Window Stickers (TDWS)</b> Full Train (160 double-sided stickers) Half Train (80 double-sided stickers)		42,800 / Train 27,800 / Half Train
<b>Sticker Next to Saloon Window (SNSW)</b> Full Train (112 stickers) + Saloon Window (Full Train = 112 stickers for SNSW+ 56 stickers for Saloon Window) Half Train (56 stickers) + Saloon Window (Half Train = 56 stickers for SNSW+ 28 stickers for Saloon Window)		57,900 / Train 86,800 / Train 37,600 / Half Train 57,900 / Half Train
<b>Wrap Around Saloon Window + Saloon Window</b> Full Train (56 stickers for Wrap Around + 56 stickers for Saloon Window) Half Train (28 stickers for Wrap Around + 28 stickers for Saloon Window)		96,200 / Train 63,700 / Half Train
<b>Minimum Booking Period</b>	4 weeks	
<b>Commencement</b>	Thursday	

### General Notes

1. Advertisers should prepare an extra 25% of the total quantity of sticker for spare use.
2. 5% loading charge will be imposed if minimum booking is not met.
3. 10% surcharge applies to all bookings on trains running on the Island Line.
4. An installation fee for regular stickers (Both SNSW and TDWS) will be charged. Please refer to page 32 for details.
5. For half train bookings of above In-train Formats, the advertisement creative is limited to two versions only. For Wrap Around Saloon Window with Saloon Window, which occupies area of two Sticker Next to Saloon Window, the advertisement creative will be counted as two versions. For Sticker Next to Saloon Window with Saloon Window, only the creative version of Sticker Next to Saloon Window will be counted.

### Peak Season

15% surcharge applies on all formats of Train Body and In-train bookings during this period, please see the booking calendar for details.

### Remarks for Train Door Window Stickers

1. Stickers have to be put on both Train Door Window interior and exterior. The above quantity of stickers are calculated by assuming double-sided printing is used.
2. Maximum size (W x H): 330 x 400mm

### Remarks for Sticker Next to Saloon Window

Maximum size (W x H): 500mm x 900mm

### Remark for Saloon Window

Stickers have to be put on both Saloon Window interior and exterior. The above quantity of stickers are calculated by assuming double-sided printing is used.