

Rates

Total Network Package

Advertising across our full network gives your ad message total exposure all over Macau. Our panels in strategic locations offer you high visibility and reach your audiences around the city.

50 panels per week HK\$55,000 (min. 4 weeks)

Tourist Package

Reach 1.7 million tourists every month in Macau. Our network offers you CIPs and Bus Shelters in tourist areas like hotels, restaurants, bars, shopping areas and the ferry terminal.

15 panels per week HK\$27,000 (min. 4 weeks)

Residential Package

Thousands of Macau and Pearl River Delta residents and tourists travel across the border to China every day. Advertising on CIPs / Bus Shelters captures not just those on their way to and from Zhuhai, but also 50% of the Macau population.

20 panels per week HK\$17,000 (min. 4 weeks)

Fixed Position

Strategic locations give the best reach and we offer you panels of your choice.

6-sheet (CIP / Bus Shelter) HK\$4,300 per panel / week (min. 13 weeks)

6-sheet (Scrolling) HK\$6,500 per panel / week (min. 13 weeks)

Column (2 panels) HK\$5,500 per column / week (min. 13 weeks)

Remarks

- All offers of space are subject to availability at the same time required and to JCDecaux's general terms and conditions.
- Extension of booking cannot be guaranteed. Advertisers should aware that they do not have an automatic option to renew their sites and these sites may be taken up by another advertiser when the contract expires.
- Advertisers may book on a long-term basis and change posters during the display period. Such changes are free of charge every 4 weeks provided the posters are for the same brand or others manufactured by the same company.
- All poster layout and special creative is subject to the approval of Macau SAR Government and requires at least two working weeks.

Rates

All rates are gross and exclusive of the cost of advertising materials which must be supplied by the Advertiser. Rates are inclusive of initial posting, a four-weekly change of poster if required, illumination, cleaning and maintenance.

Seasonal Loading

A 15% of peak season loading will be charged for any format of booking with campaign period falls into any of the following duration:

- 28 February 2010 - 29 May 2010
- 5 September 2010 - 25 December 2010

Cancellation

Contracts may only be cancelled by giving eight weeks' written notice. Advertisers cannot cancel bookings in such a way that the period for display is reduced to less than the minimum period applicable.

Material Specifications

Bus Shelter / CIP

Material Size 1185 mm (W) x 1750 mm (H)

Display Size 1160 mm (W) x 1710 mm (H)

Column

Material Size 1200 mm (W) x 3500 mm (H)

Display Size 1150 mm (W) x 3440 mm (H)

Material Requirements

Material Yupo paper*

Printing Silkscreen and digital printing recommended

Suggested Quantity Panels booked + 15%

* Yupo paper posters can be used for one posting only and cannot be re-used

Material Return

All posters will be disposed of immediately at the end of the booking.

Fixing Charge

Posting day of poster on Saturday and commencement date of poster display on Sunday. A fixed fee of HK\$80 per poster is charged for posting on days other than Saturdays, or for changes more frequent than 4-week intervals.

Material Delivery

All advertisements must be delivered to the following address accompanied by a delivery note specifying the contract details:

Address JCDecaux (Macau)

Alameda Dr. Carlos D' Assumpção No.258, Edifício Kin Heng Long Plaza, 21° andar G, Macau

Telephone (853) 2872 1292

Fax (853) 2871 8338

Day Monday to Friday

Time 0930 – 1230, 1430 – 1630