



BRAND BUILDING SPECIAL 2012

Add significant impact to your brand by advertising with “Icons of Hong Kong” – Tramcars, which provide an ingenious way of building your brand image in association with the heritage icons. Tramcar Advertising offers the best outdoor media option with high visibility in the heart of Hong Kong.

Act now to catch the special offers!

Full Year

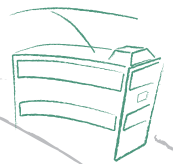
1 Tramcar x 52 weeks

\$498,000 Nett (include 3 times PIDR*)

Half Year

1 Tramcar x 26 weeks

\$288,000 Nett (include 2 times PIDR*)



— 15% Peak Season Loading from Sep to Dec 2012 is waived —

*PIDR: Printing; Installation; Dismantling; Reinstatement

Remarks

- All bookings will be accepted on first-come-first-served basis and subject to availability
- All bookings are non-cancellable
- All Tramcars run randomly along all routes
- JCDecaux Cityscape Standard Terms & Conditions apply
- The Campaign start date must be on or before 31 Mar 2012

Check out more today with **Anthony To** at **+852 2535 0695** or
email to **anthony.to@jcdecaux-cityscape.hk**

