

R A T E C A R D



JM NETWORK

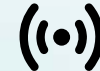
COMPETITIVE ADVANTAGES OF OUTDOOR TV NETWORK



Reaching the active local workforce and tourists effectively



Broadcasting audiovisual commercial messages along with attractive infotainment

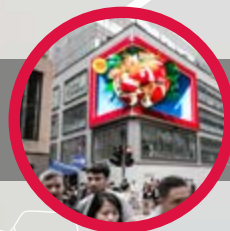
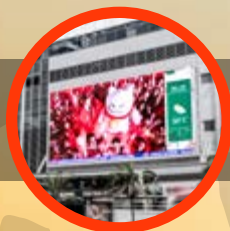


Enabling interactive and live-feed programs



Eliminating banner wastage and conserving energy

Kowloon



LTV

Cheung Sha Wan Plaza, 833 Cheung Sha Wan Road,
Lai Chi Kok, KLN (Facing Cheung Sha Wan Road)

LSTV

Lai Sun Commercial Centre, 680
Cheung Sha Wan Road, KLN

LLTV

Cheung Sha Wan Plaza, 833 Cheung Sha Wan Road,
Lai Chi Kok, KLN (facing Cheung Lai Street)

UETV

Uptown East, 55 Kwun Tong Road,
Kowloon Bay, KLN

SRTV

Stone Rise, 200 Nathan Road,
Jordan, Kowloon, KLN

BTv

Broadway Cinema, 6-12 Sai Yeung
Choi St. South, Mongkok, KLN

CTV

Chungking Express, 36-44
Nathan Road, Tsim Sha Tsui, KLN

MTV

Yau Shing Commercial Centre, 51 Sai
Yeung Choi St. South, Mongkok, KLN

TWTV

Tung Wah Tower, 199 Hennessy Road,
Wan Chai, Hong Kong

SUNSHINE PLAZA

Sunshine Plaza, 324-338 Jaffe
Road, Wan Chai, HK

JTV

JP Plaza, No.22 - 36 Paterson
Street, Causeway Bay, HK

PLAZA 2000

2-4 Russell Street,
Causeway Bay, HK

TSTV

Times Square, Russell
Street, Causeway Bay, HK

LPTV

Causeway Bay Plaza II, 468 - 483
Lockhart Road, Causeway Bay, HK

QTV

Hing Wai Building, 36
Queen's Road Central, HK



Hong Kong
Island

OUTDOOR TV

Geographical Coverage

CTV Kowloon

- Largest LED billboard in Tsim Sha Tsui targeting locals and tourists
- Surrounded by shopping malls and 5-star hotels



CTV Kowloon

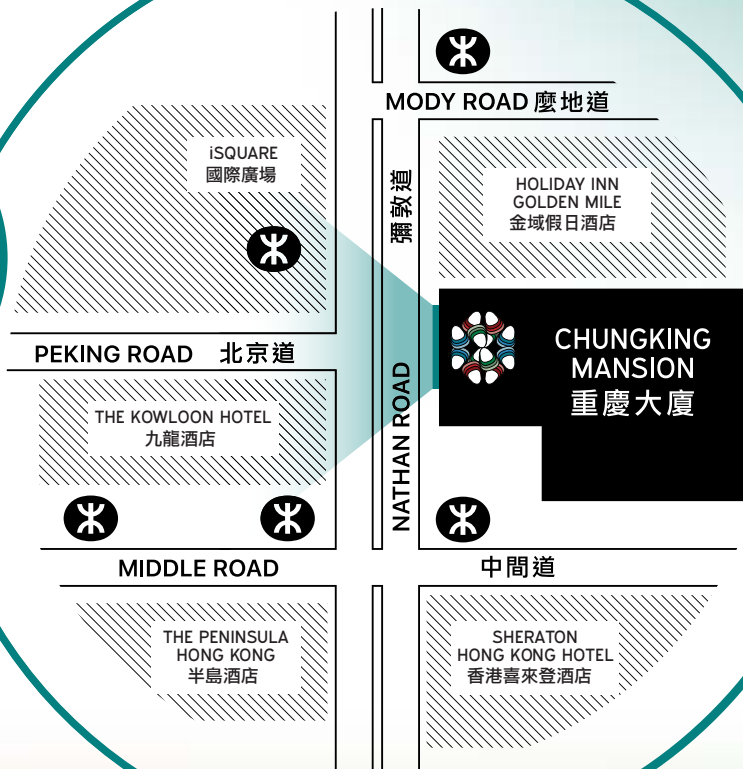
Chungking Express, 36-44 Nathan Road,
Tsim Sha Tsui, Kowloon



Size
19.2m (W)
4.8m (H)



Audience Flow
Approx.
450,000 daily



Operation Hours
Mon to Sun
08:00 to 24:00
(Total: 16 hours per day)



Airtime Rate
HK\$50,000/ week
180 sec (3 min) per
operation hour



Video



MTV Kowloon

- L-shaped LED display perfect to showcase naked-eye 3D animation
- Largest LED billboard in Mongkok adjacent to MTR station
- Located at one of the busiest intersections in Mongkok targeting locals and tourists



MTV Kowloon

Yau Shing Commercial Centre, 51 Sai Yeung
Choi Street South, Mongkok, Kowloon



Size
16m (W)
7m (H)



Audience Flow
Approx.
290,000 daily



Operation Hours
Mon to Sun
08:00 to 23:00
(Total: 15 hours per day)



Airtime Rate
HK\$50,000/ week
180 sec (3 min) per
operation hour



Video



BTV Kowloon

- Landmark LED billboard in Mongkok targeting young and trendy consumer group
- Located at the busiest street surrounded by AV product, telecom and sportswear shops



BTV Kowloon

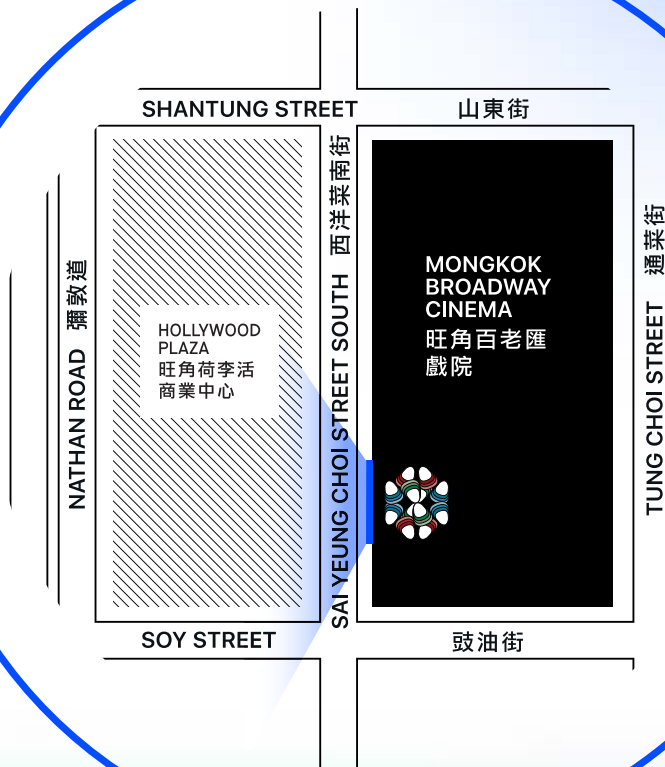
Broadway Cinema, 6-12 Sai Yeung Choi Street South, Mongkok, KLN, HK



Size
7.68m (W)
4.6m (H)



Audience Flow
Approx.
230,000 daily



Operation Hours
Mon to Sun
10:00 to 23:00
(Total: 13 hours per day)



Airtime Rate
HK\$40,000/ week
180 sec (3 min) per
operation hour



Video



LTV

Kowloon

- Largest LED billboard in West Kowloon commanding supreme exposure
- Landmark shopping mall adjacent to Lai Chi Kok MTR Station



LTV

Kowloon



JM NETWORK

Cheung Sha Wan Plaza, 833 Cheung Sha Wan Road, Lai Chi Kok, Kowloon



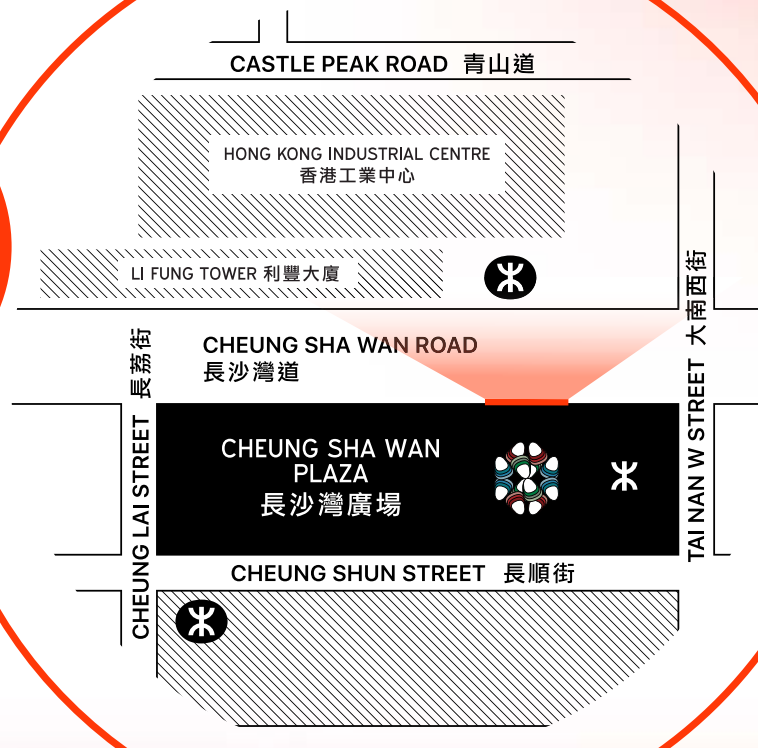
Size

15.4m (W)
7.4m (H)



Audience Flow
Approx.

370,000 daily



Operation Hours

Mon to Sun
08:00 to 22:00
(Total: 14 hours per day)



Airtime Rate

HK\$48,000/ month
300 sec (5 min) per
operation hour



Video



LLTV Kowloon

- Landmark shopping mall adjacent to Lai Chi Kok MTR Station



LLTV Kowloon

Cheung Sha Wan Plaza, 833 Cheung Sha Wan Road,
Lai Chi Kok, Kowloon (facing Cheung Lai Street)



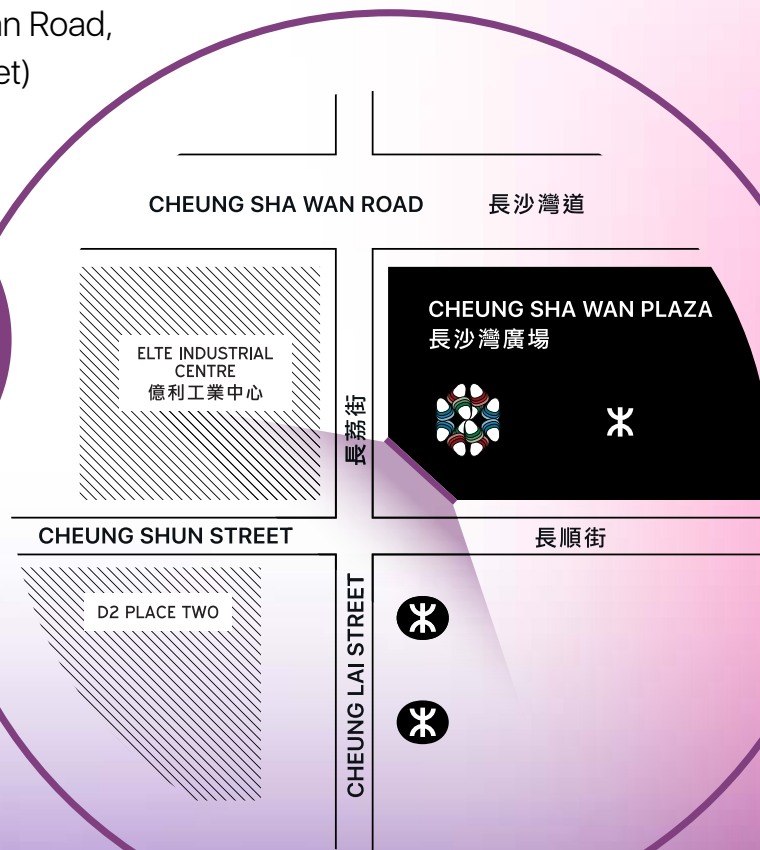
Size

6.4m (W)
2.88m (H)



Audience Flow Approx.

200,000 daily



Operation Hours

Mon to Sun
08:00 to 22:00
(Total: 14 hours per day)



Airtime Rate

HK\$24,000/ month
300 sec (5 min) per
operation hour

LSTV Kowloon

- The L-shaped LED billboard at Lai Sun Commercial Centre at the Junction of Cheung Sha Wan Road and Kwong Cheung Street
- Target SMEs and working class with Commercial and Industrial Buildings nearby



LSTV Kowloon

Lai Sun Commercial Centre, 680
Cheung Sha Wan Road, Kowloon



Audience Flow
Approx.
200,000 daily



Size

Left	Right
6.5m (W)	5.5m (W)
2.1m (H)	2.1m (H)



Operation Hours
Mon to Sun
08:00 to 21:00
(Total: 13 hours per day)



Airtime Rate
HK\$20,000/ month
300 sec (5 min) per
operation hour

UETV Kowloon

- Located on a high-traffic East Kowloon road connecting Kowloon Bay, Kwun Tong, Tseung Kwan O, and the Eastern Harbour Crossing, its significant vehicle flow attracts commuters and self-drivers.
- Next to large residential estates, ensuring direct engagement with a substantial, community-centric audience.



UETV Kowloon

Uptown East, 55 Kwun Tong Road,
Kowloon Bay, Kowloon



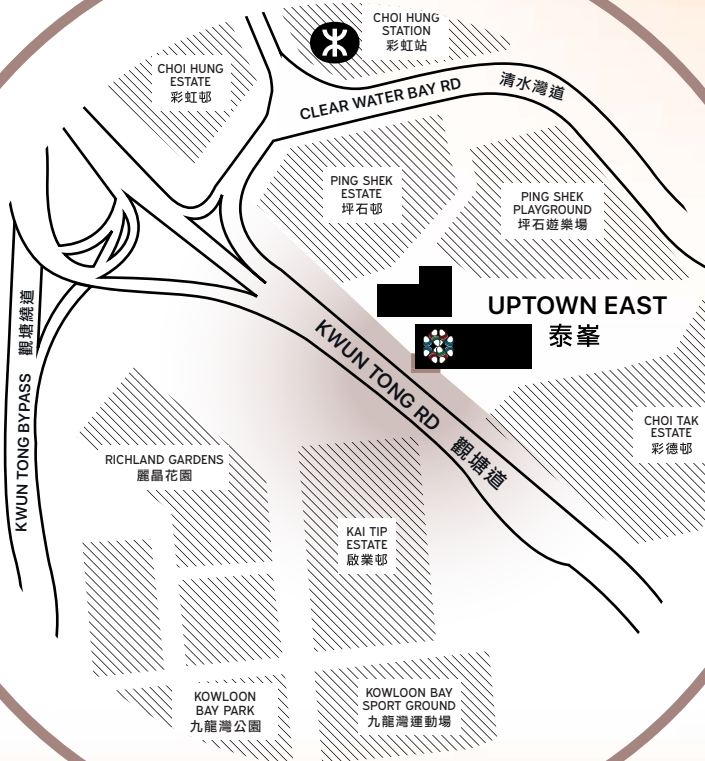
Size

21.6m (W)
6.3m (H)



Audience Flow
Approx.

820,000 daily



Operation Hours

Mon to Sun
09:00 to 21:00
(Total: 12 hours per day)



Airtime Rate

HK\$68,000/ month
300 sec (5 min) per
operation hour



SRTV Kowloon

- Situated near the Jordan MTR station ensures a high exposure to pedestrian traffic.
- Positioned at eye level ensures easy visibility for passing pedestrians.



SRTV Kowloon

Stone Rise, 200 Nathan Road,
Jordan, Kowloon



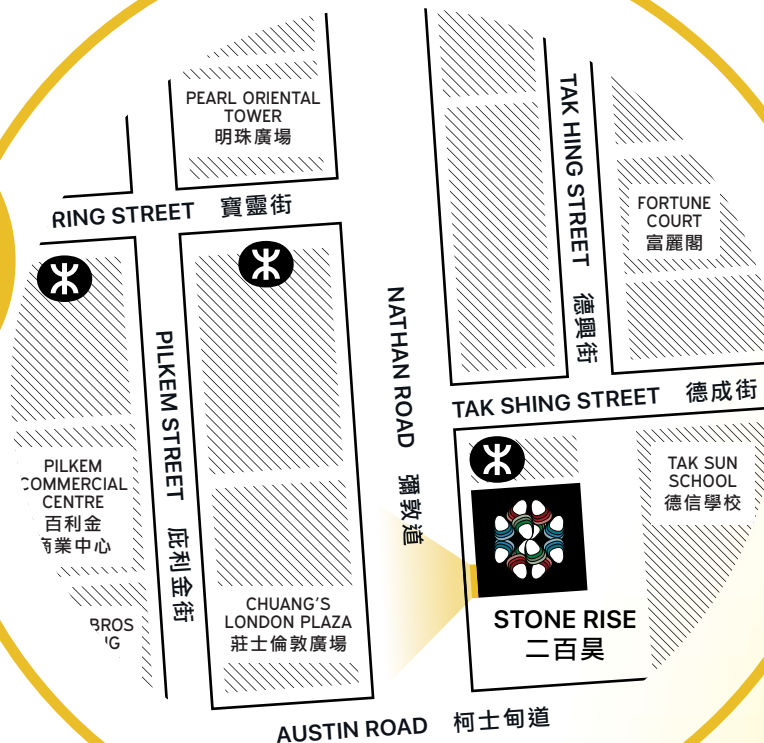
Size

2.5m (W)
5.25m (H)



Audience Flow Approx.

230,000 daily



Operation Hours

Mon to Sun
09:00 to 22:00
(Total: 13 hours per day)



Airtime Rate

HK\$12,000/ week
180 sec (3 min) per
operation hour

QTV Hong Kong Island

- L-shaped LED display perfect to showcase naked eye 3D animation
- Most prominent outdoor LED media at the busiest intersection in Central, Hong Kong
- Corporate Decision Makers, Business Owners, Professionals, Expatriates, Tourists, Trendsetters



QTV

Hong Kong Island

Hing Wai Building, 36 Queen's Road Central,
Hong Kong



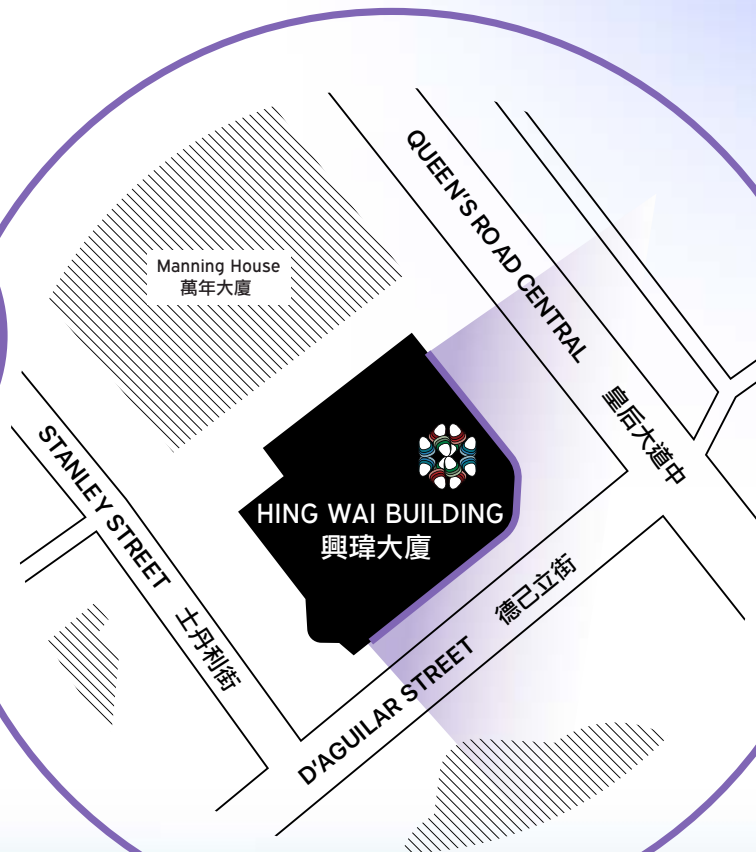
Size

35.2m (W)
9.2m (H)



Audience Flow Approx.

390,000 daily



Operation Hours

Mon to Sun
08:00 to 24:00
(Total: 16 hours per day)



Airtime Rate

HK\$6,000,000/ month
3,600 sec (60 min) per
operation hour



Video



JTV

Hong Kong Island

- Located at one of the busiest intersections in Causeway Bay targeting locals and tourists
- Surrounded by shopping malls, cinemas, and 5-star hotels



JTV

Hong Kong Island



JM NETWORK

JP Plaza, No. 22-36 Paterson Street, Causeway Bay, HK



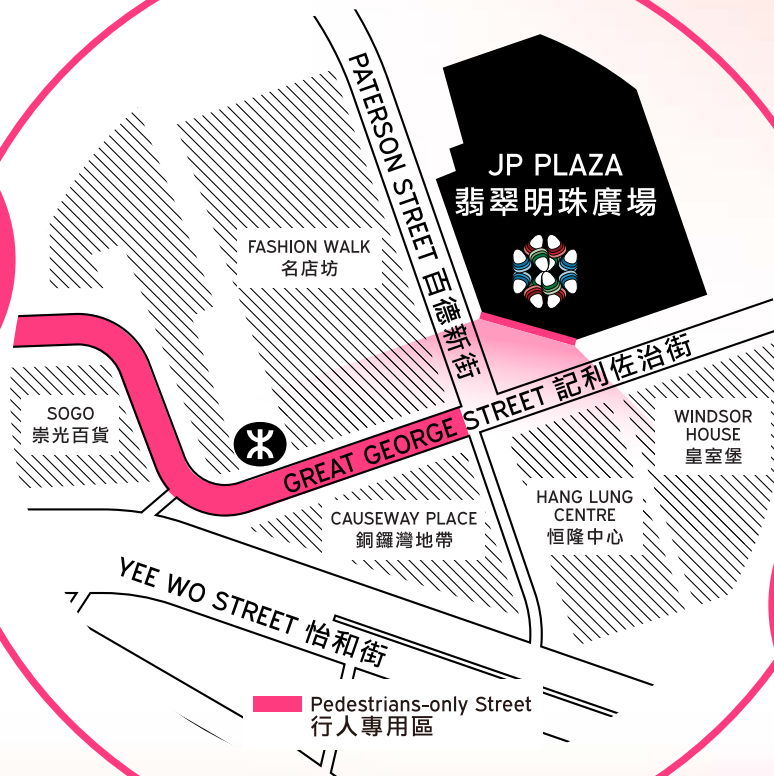
Size

7.68m (W)
4.6m (H)



Audience Flow
Approx.

290,000 daily



Operation Hours

Mon to Sun
08:00 to 24:00
(Total: 16 hours per day)



Airtime Rate

HK\$40,000/ week
180 sec (3 min) per
operation hour



Video



TWTV Hong Kong Island

- L-shaped LED display perfect to showcase naked-eye 3D animation.
- High-traffic Hennessy Road intersection; captures massive vehicle/pedestrian flow.
- Wan Chai ranks #2 in HK for household income; connects brands with high-spenders.
- Steps from Wan Chai Station; ensures constant exposure to commuters and professionals.
- Walking distance to HKCEC; reaches international business travelers and exhibitors.



TWTV Hong Kong Island

Tung Wah Tower, 199 Hennessy Road,
Wan Chai, Hong Kong



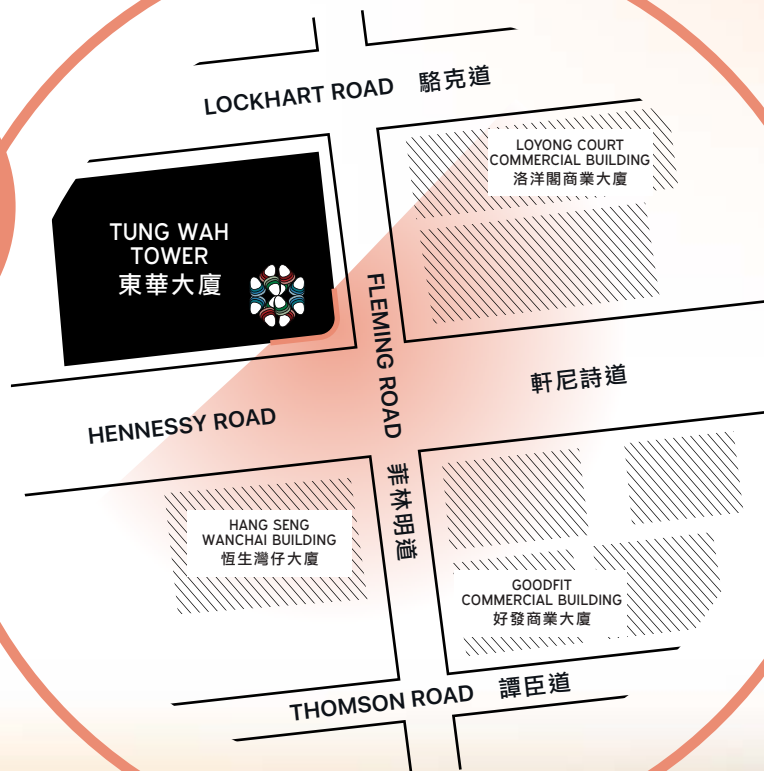
Size

18.9m(W)
10.9m(H)



Audience Flow Approx.

530,000 daily



Operation Hours

Mon to Sun
08:30 to 22:00
(Total: 13.5 hours per day)



Airtime Rate

HK\$24,000/ week
180 sec (3 min) per
operation hour

LPTV Hong Kong Island

- Located at one of the busiest intersections in Causeway Bay
- Surrounded by shopping centres & commercial buildings



LPTV Hong Kong Island

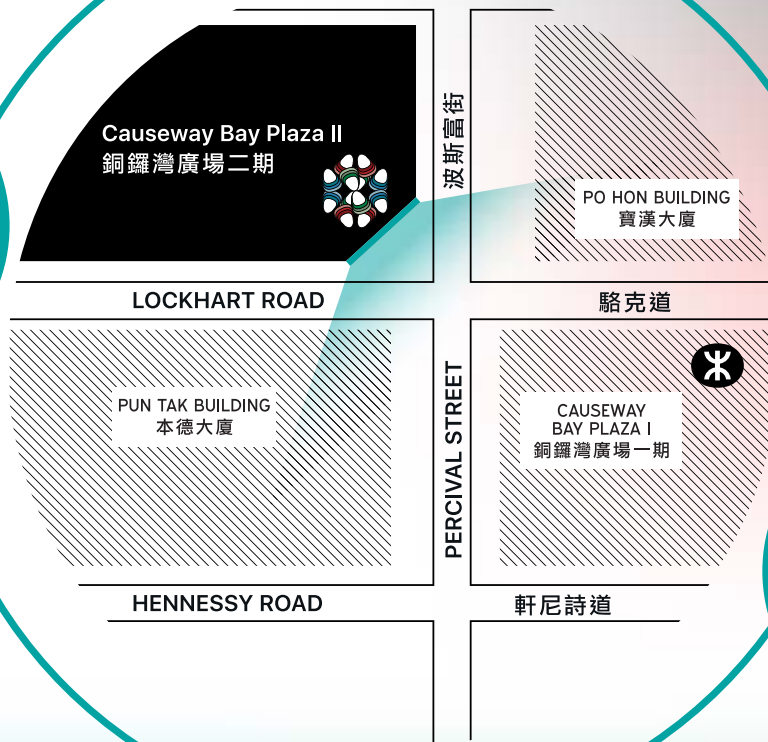
Causeway Bay Plaza II, 468 – 483 Lockhart Road,
Causeway Bay, HK



Size
7m (W)
1.5m (H)



Audience Flow
Approx.
200,000 daily



Operation Hours
Mon to Sun
08:30 to 23:00
(Total: 14.5 hours per day)



Airtime Rate
HK\$48,000/ month
300 sec (5 min) per
operation hour

TSTV Hong Kong Island

- Landmark LED billboard in Causeway Bay targeting locals and tourists



TSTV Hong Kong Island

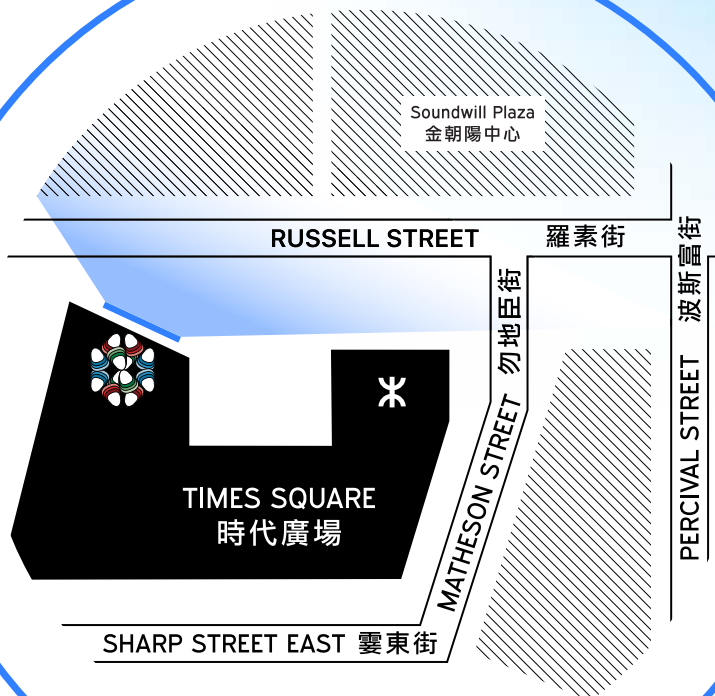
Times Square, Russell Street, Causeway Bay, HK



Size
12.8m (W)
9m (H)



Audience Flow
Approx.
200,000 daily



Operation Hours
Mon to Sun
10:00 to 22:00
(Total: 12 hours per day)



Airtime Rate
HK\$38,000/ week
180 sec (3 min) per
operation hour



OUTDOOR BILLBOARD

PLAZA 2000

Hong Kong Island

- Supreme exposure dominating the world-renowned Times Square piazza
- High foot traffic with excellent audience profiles



PLAZA 2000

Hong Kong Island

2-4 Russell Street, Causeway Bay, HK



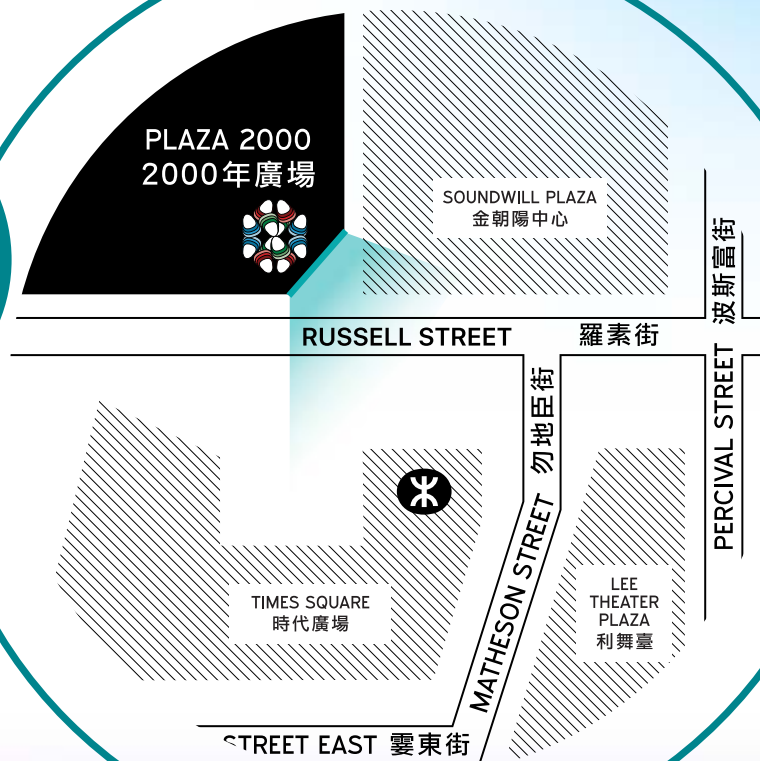
Size

9.1m (W)
18.5m (H)



Audience Flow Approx.

150,000 daily



Operation Hours

Mon to Sun
10:00 to 23:00
(Total: 13 hours per day)

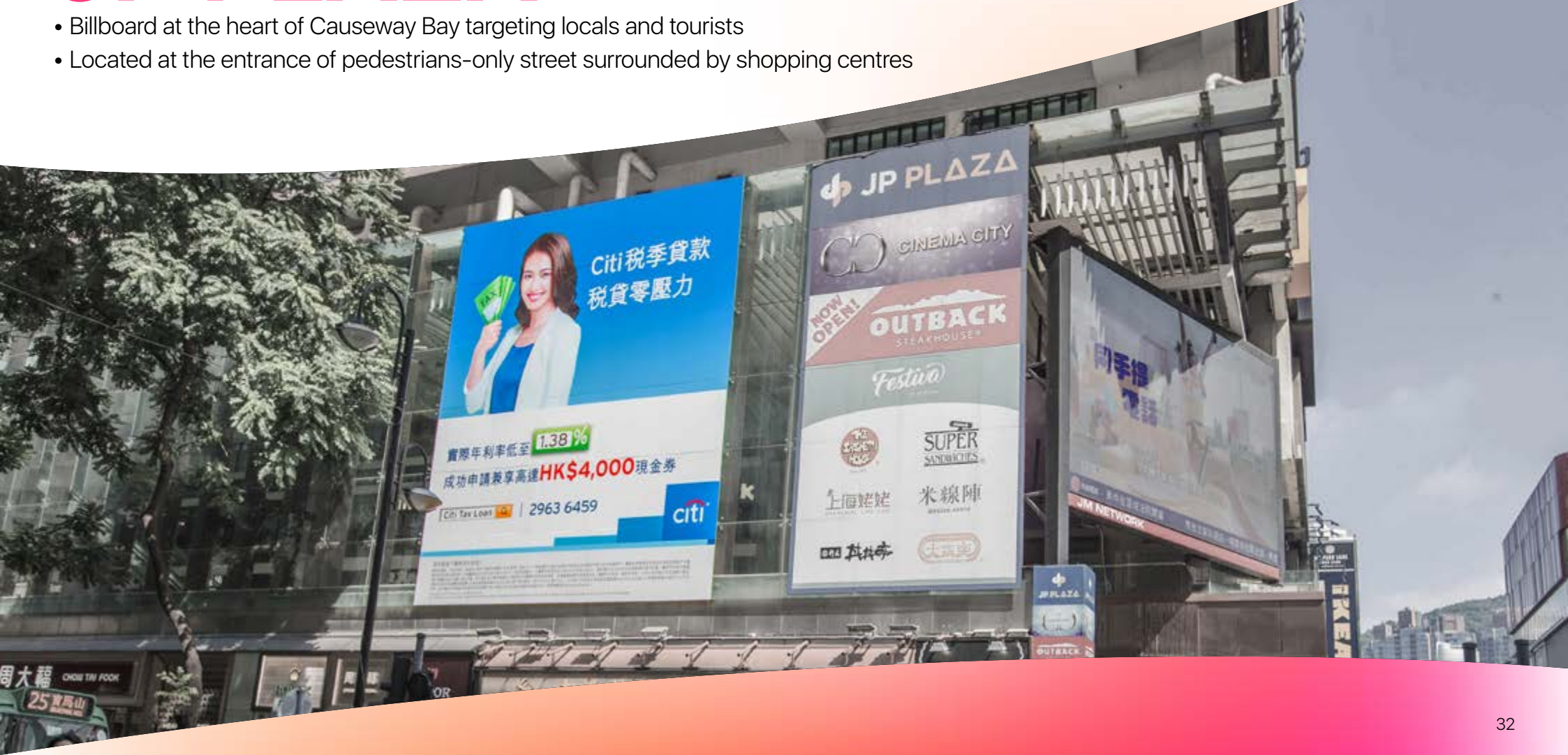


Airtime Rate

HK\$1,200,000/ month
3,000 sec (50 min) per
operation hour

JP PLAZA Hong Kong Island

- Billboard at the heart of Causeway Bay targeting locals and tourists
- Located at the entrance of pedestrians-only street surrounded by shopping centres



JP PLAZA

Hong Kong Island

JP Plaza, No. 22 Paterson Street, Causeway Bay, HK



Sticker Front Lit



Size

7.3m (W)
8.8m (H)



Billboard Rate

HK\$328,000/ month

ROOFTOP SIGNAGE

SUNSHINE PLAZA

Hong Kong Island

- One of the scarcely available rooftop LED spectacles facing the Victoria Harbour

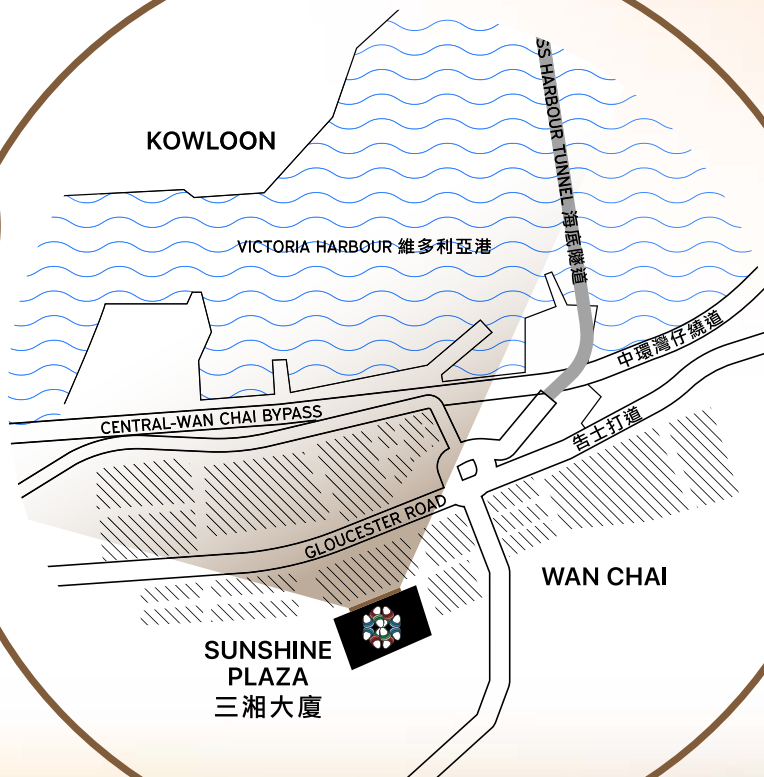


SUNSHINE PLAZA Hong Kong Island

Sunshine Plaza, 324-338 Jaffe Road,
Wan Chai, HK (STV)



Size
28.5m (W)
10m (H)



INFOTAINMENT TITLE SPONSORSHIP

INFOTAINMENT TITLE SPONSORSHIP

GENERAL NEWS TITLE SPONSORSHIP

Bringing real-time infotainment to the audience on the move



WEATHER REPORT TITLE SPONSORSHIP

Bringing instant weather updates and forecasts to the audience on the move



INFOTAINMENT TITLE SPONSORSHIP

HANG SENG INDEX TITLE SPONSORSHIP

Attracting investors with real-time stock market information



TIME CHECK TITLE SPONSORSHIP

Enabling frequent brand exposure at regular time intervals



LIVE & INTERACTIVE PROGRAM

LIVE & INTERACTIVE PROGRAM

LIVE & INTERACTIVE PROGRAM



China Unicom Product Launch Party @ BTV

A most-anticipated street party hosted by China Unicom kicked off right in front of the gigantic LED TV along Sai Yeung Choi Street South, the most crowded street in Mongkok. To introduce a newly-launched service, dozens of sexy dancers were performing vigorously and inviting everyone on the street to join them, which made the vicinity an exceptionally happening one. The whole event was aired LIVE on the LED TV. The event had also drawn attention of the press that had enhanced the brand exposure of China Unicom.

Why interactive marketing?

- Attractive ▶ Guarantee audience attention
- Engaging ▶ Create fun and happiness
- Memorable ▶ Imprint branded experience

LIVE & INTERACTIVE PROGRAM



3D GOLD
GRAND
OPENING



BOC EXPO
2018



LONGINES
EVENT

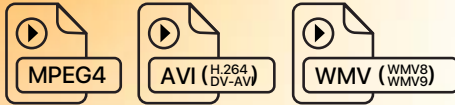
MATERIAL REQUIREMENTS

MATERIAL REQUIREMENTS

VIDEO MATERIAL



Video Material



Resolution: 1920 x 1080 or above



Material Deadline

7 working days in advance



Censorship

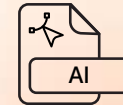
14 working days in advance

The Advertiser shall submit the Certificate of Exemption under the Film Censorship Ordinance (Cap. 392) of the respective broadcasting material for JM Network's record 7 working days before the broadcasting date.

Billboard ARTWORK



Billboard Artwork



Material Deadline

21 working days in advance

YOUR OUTDOOR BROADCASTER

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