

# 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

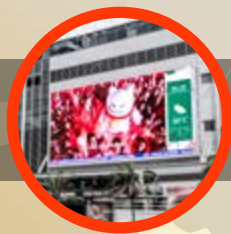


Enabling interactive and live-feed programs



Eliminating banner wastage and conserving energy

## Kowloon



### LSTV

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

### LTV

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

### LLTV

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

### 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

### DTV

Infinitus Plaza, 199 Des Voeux  
Road Central, HK

### SUNSHINE PLAZA

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

### JTV

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

### LKF

Butterfly on LKF, 23  
D'Aguilar Street, Lan  
Kwai Fong, Central, HK

### QTV

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

### PLAZA 2000

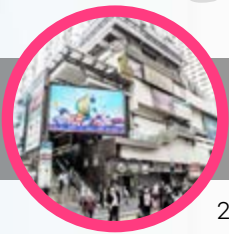
2-4 Russell Street,  
Causeway Bay, HK

### TSTV

Times Square, Russell  
Street, Causeway Bay, HK

### LPTV

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



# OUTDOOR TV

Geographical Coverage

## Hong Kong Island

# CTV Kowloon

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



# CTV Kowloon

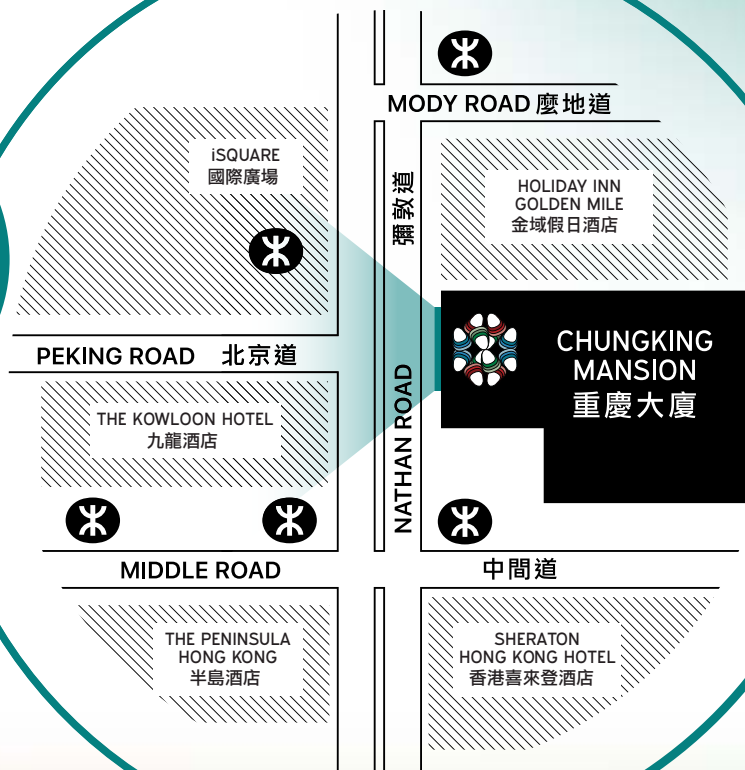
Chungking Express, 36-44 Nathan Road,  
Tsim Sha Tsui, Kowloon



**Size**  
19.2m (W)  
4.8m (H)



**Audience Flow**  
**Approx.**  
320,000 daily



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



**Airtime Rate**  
HK\$50,000/ week  
(180 sec 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



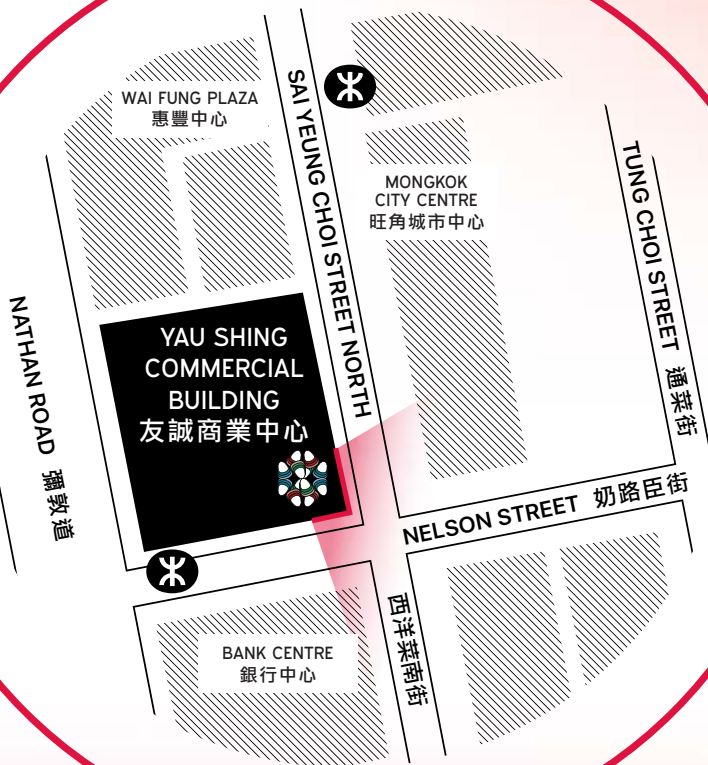
## Size

16m (W)  
7m (H)



## Audience Flow Approx.

240,000 daily



## Operation Hours

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



## Airtime Rate

HK\$50,000/ week  
(180 sec 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

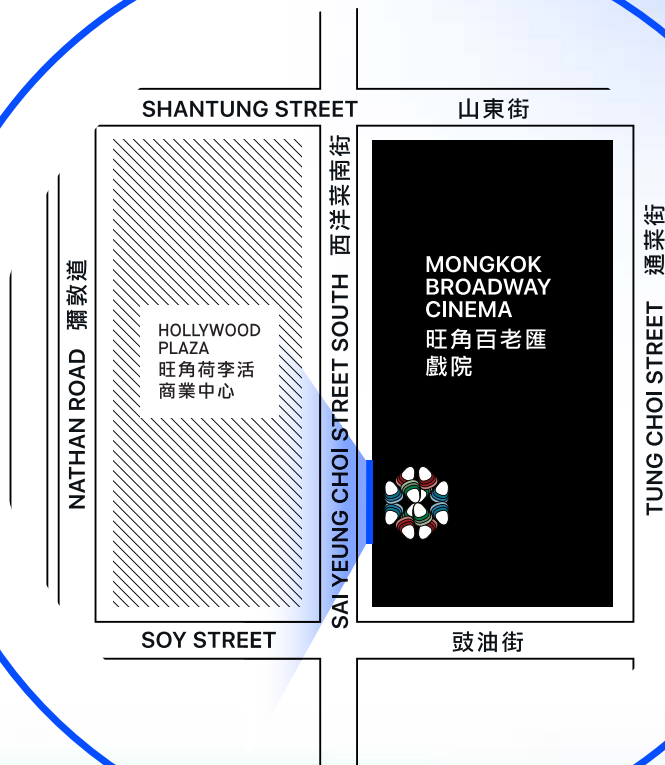
Broadway Cinema, 6-12 Sai Yeung Choi Street  
South, Mongkok, KLN, HK



**Size**  
7.68m (W)  
4.6m (H)



**Audience Flow**  
Approx.  
200,000 daily



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



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



Video



# 69 ARGYLE STREET

Kowloon

- Positioned in the heart of Mong Kok, Surrounded by a variety of shops, street markets, and different dining options, creating a dynamic and engaging environment
- Targeting a diverse audience, including locals and tourists exploring the lively neighborhood



# 69 ARGYLE STREET

Kowloon

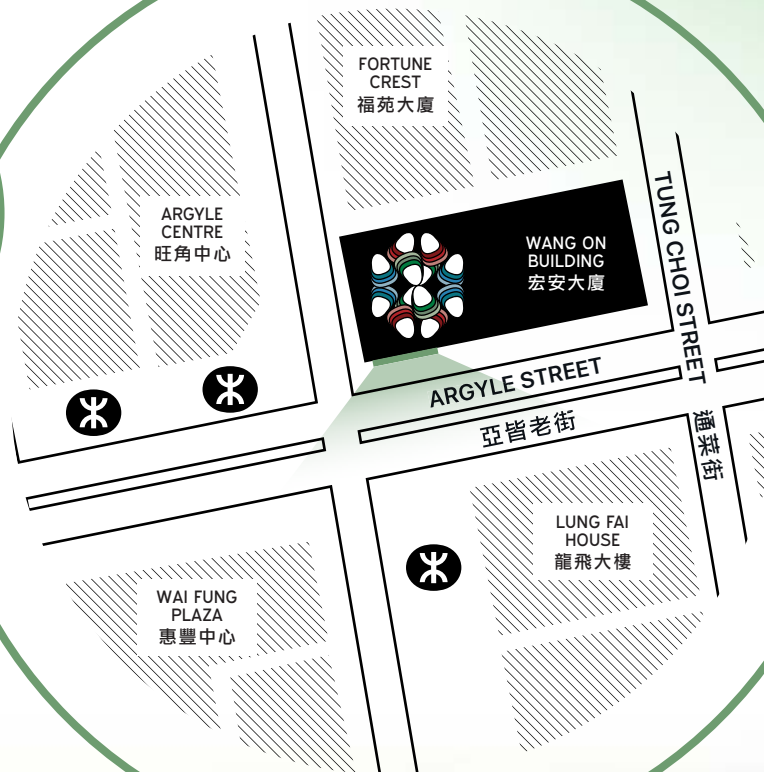
69 Argyle Street, Mong Kok, Kowloon



**Size**

5.184m (W)

13.824m (H)



**Operation Hours**

Mon to Sun

08:00 to 24:00

(Total: 16 hours per day)



**Airtime Rate**

HK\$280,000/ month  
(60 minutes per operation hour)

# 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



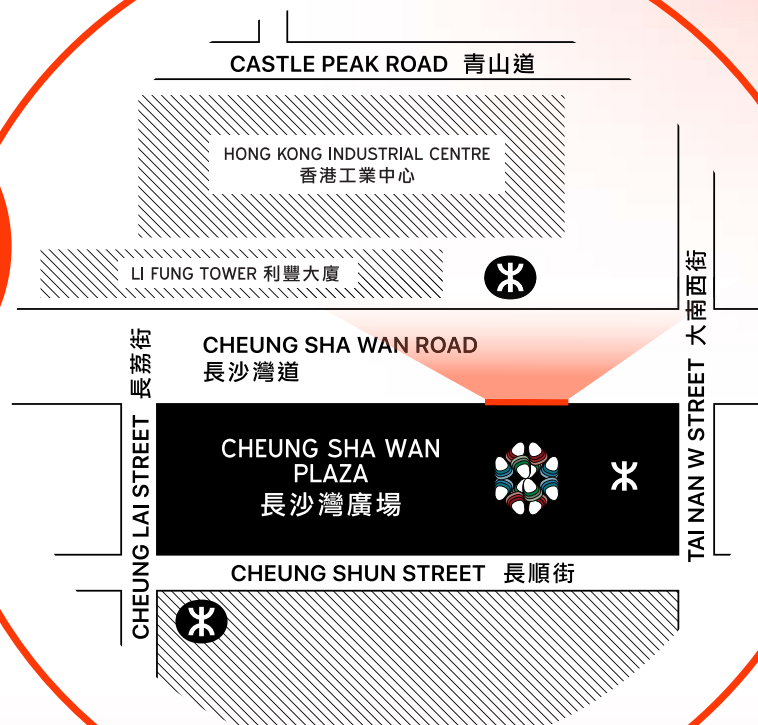
**Size**

15.4m (W)  
7.4m (H)



**Audience Flow**  
**Approx.**

200,000 daily



**Operation Hours**

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



**Airtime Rate**

HK\$48,000/ month  
(5 minutes 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  
(5 minutes 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  
(5 minutes 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



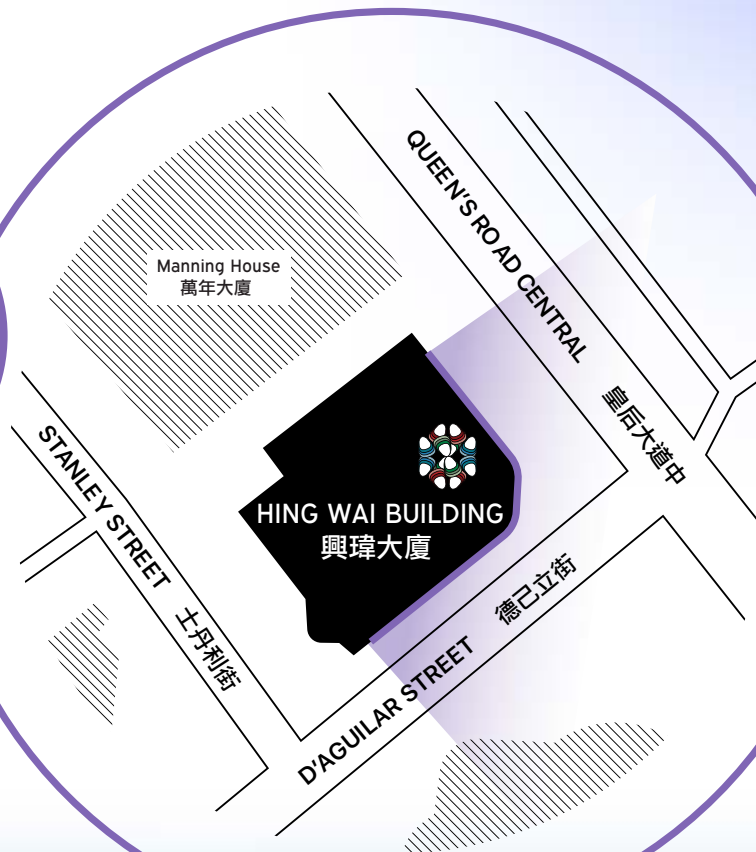
### Size

35.2m (W)  
9.2m (H)



### Audience Flow Approx.

280,000 daily



### Operation Hours

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



### Airtime Rate

HK\$5,000,000/ month  
(60 minutes  
per operation hour)



Video



# DTV Hong Kong Island

- Located at the central business district targeting business executives, expatriate and tourists
- Surrounded by high-end shopping malls, hotels and financial institutions



# DTV Hong Kong Island

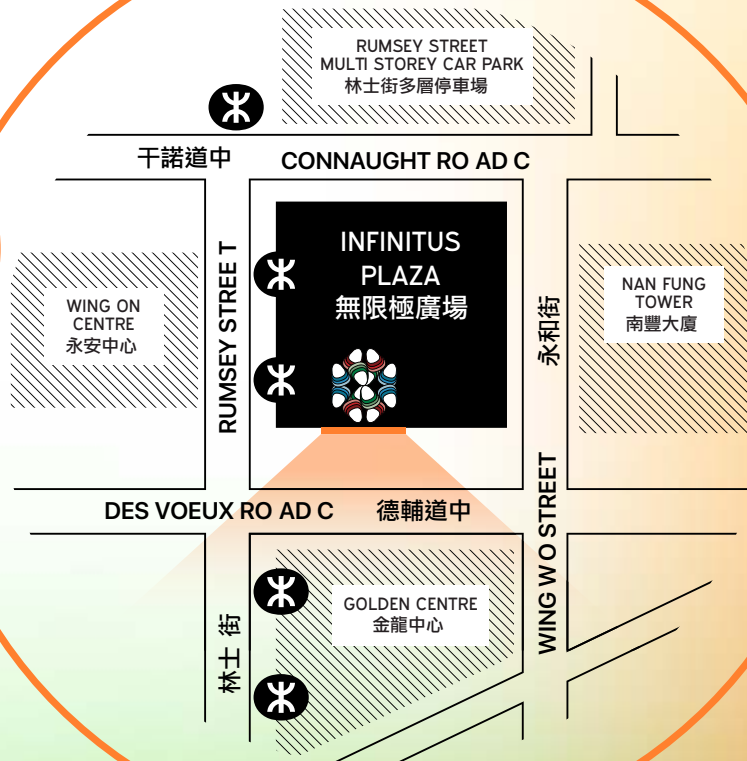
Infinitus Plaza, 199 Des Voeux Road  
Central, HK



**Size**  
6.4m (W)  
11.4m (H)



**Audience Flow**  
**Approx.**  
200,000 daily



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



**Airtime Rate**  
HK\$28,000/ week  
(180 sec 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



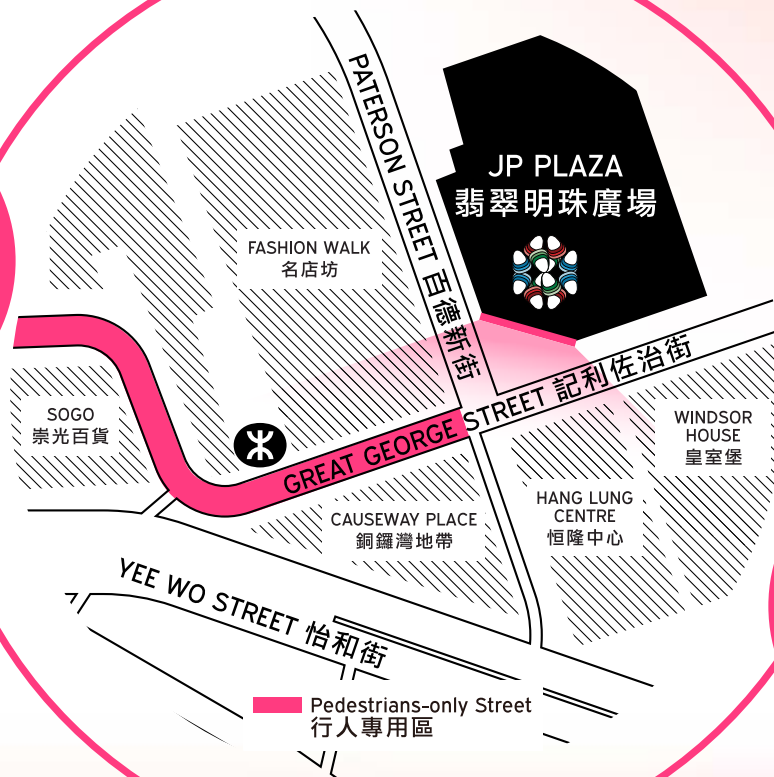
**Size**

7.68m (W)  
4.6m (H)



**Audience Flow**  
**Approx.**

240,000 daily



**Operation Hours**

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



**Airtime Rate**

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



**Video**



# 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**

7.5m (W)

1.5m (H)

Causeway Bay Plaza II  
銅鑼灣廣場二期



波斯富街

PO HON BUILDING  
寶漢大廈

LOCKHART ROAD

駱克道

PUN TAK BUILDING  
本德大廈

PERCIVAL STREET

CAUSEWAY  
BAY PLAZA I  
銅鑼灣廣場一期

HENNESSY ROAD

軒尼詩道



**Operation Hours**

Mon to Sun

08:30 to 23:00

(Total: 14.5 hours per day)



**Airtime Rate**

HK\$48,000/ month

(300 sec per operation hour)



# TSTV Hong Kong Island

- Landmark LED billboard in Causeway Bay targeting locals and tourists



# TSTV

## Hong Kong Island

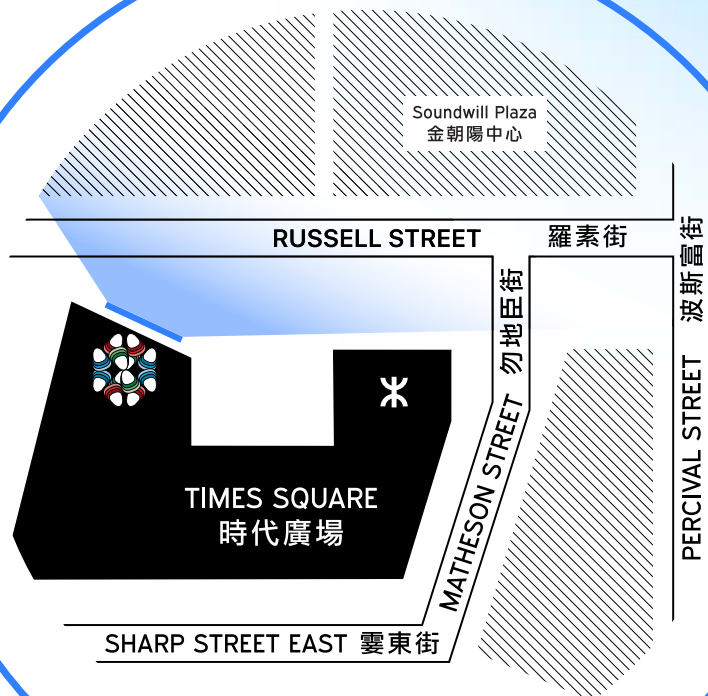
Times Square, Russell Street, Causeway Bay, HK



JM NETWORK



**Size**  
12.8m (W)  
9m (H)



**Operation Hours**

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



**Airtime Rate**

HK\$38,000/ week  
(180 sec 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



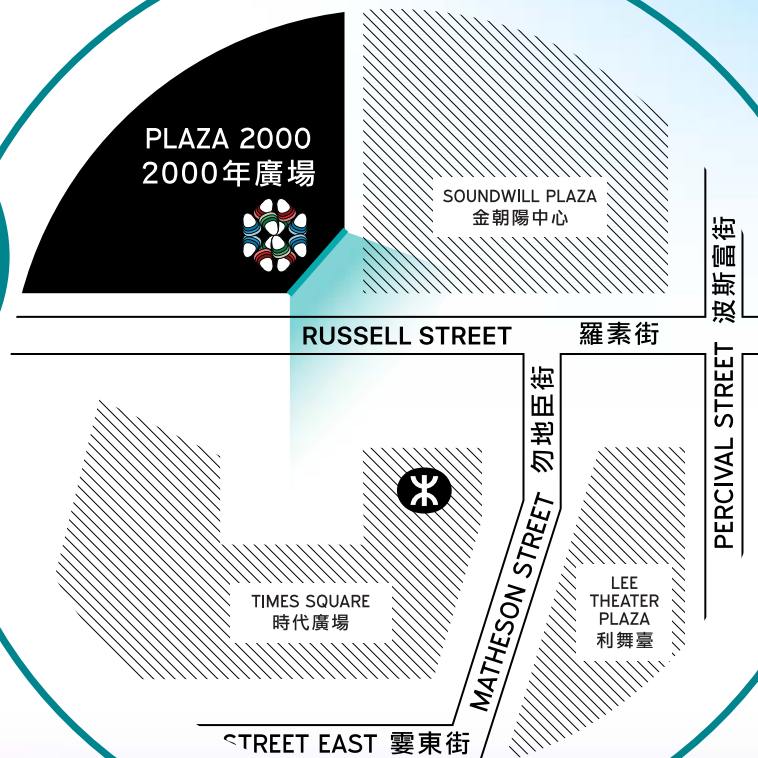
**Size**

9.1m (W)  
18.5m (H)



**Audience Flow**  
**Approx.**

150,000 daily



**Operation Hours**

Mon to Sun  
10:00 to 23:00  
(Total: 14 hours per day)



**Airtime Rate**

HK\$1,200,000/ month  
(50 minutes per operation hour)

# LKF

## Hong Kong Island

- Largest LED media in the heart of Lan Kwai Fong targeting high-spending executive, professionals, expatriates, overseas students and tourists
- Surrounded by high-end entertainment outlets, 5-star hotels and class A commercial buildings



# LKF

## Hong Kong Island

Butterfly on LKF, 23 D'Aguilar Street,  
Lan Kwai Fong, Central, HK



**Audience Flow**  
**Approx.**  
100,000 daily



### Size

Top Left	Top Right
9.8m (W)	5.7m (W)
5.5m (H)	9.1m (H)
<b>Bottom</b>	
5.0m (W)	
11.5m (H)	

QUEEN'S ROAD CENTRAL 皇后大道中

STANLEY ST 士丹利街

WELLINGTON ST

BUTTERFLY ON LKF  
晉逸蘭桂坊精品酒店

D'AGUILAR ST

LKF

蘭桂坊

威靈頓街



**Operation Hours**  
Mon to Sun  
12:00 to 24:00



**Airtime Rate**  
HK\$280,000/ month  
(55 mins per operation hour)

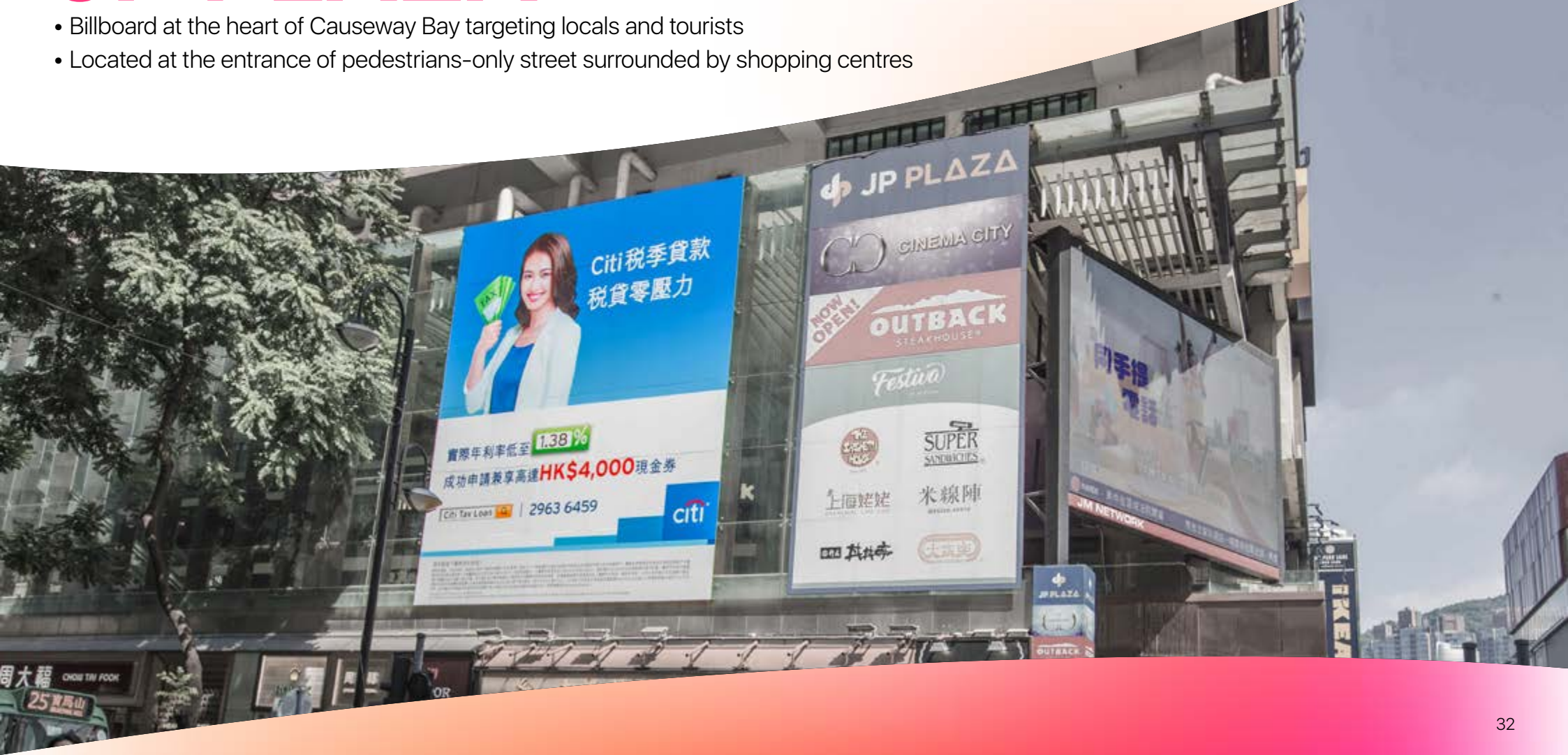


**Video**



# 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



JM NETWORK

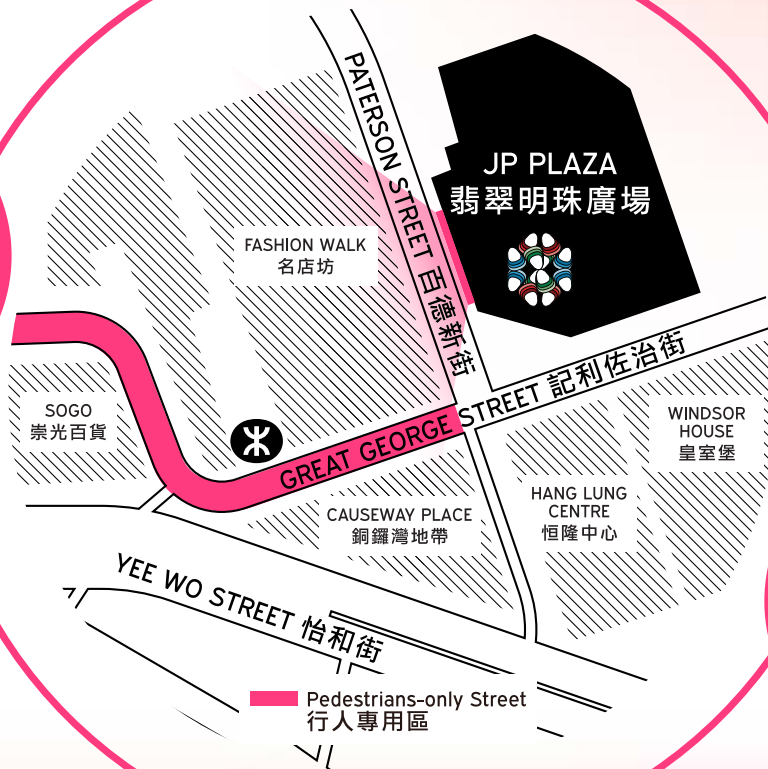
JP Plaza, No. 22 Paterson Street, Causeway Bay, HK



**5 Columns**  
Sticker Front Lit



**Material Size**  
**Approx.**  
7.4m (W)  
8.9m (H)



**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

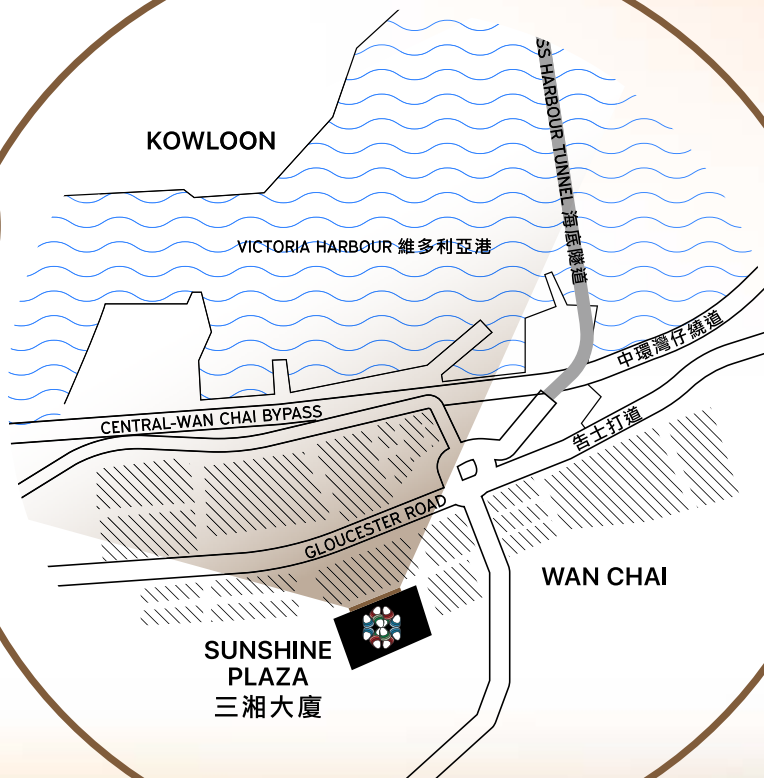


# SUNSHINE PLAZA Hong Kong Island

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



Size  
28.5m (W)  
10m (H)



# THE SUN'S GROUP CENTRE

Hong Kong Island

- A L-shaped LED situated on the rooftop of a prominent building on Gloucester Road in Wan Chai
- Surrounded by a mix of commercial buildings, providing high visibility and exposure to a busy urban environment
- Capturing the attention of a diverse audience, including tourists, residents, and the commuters in the bustling district



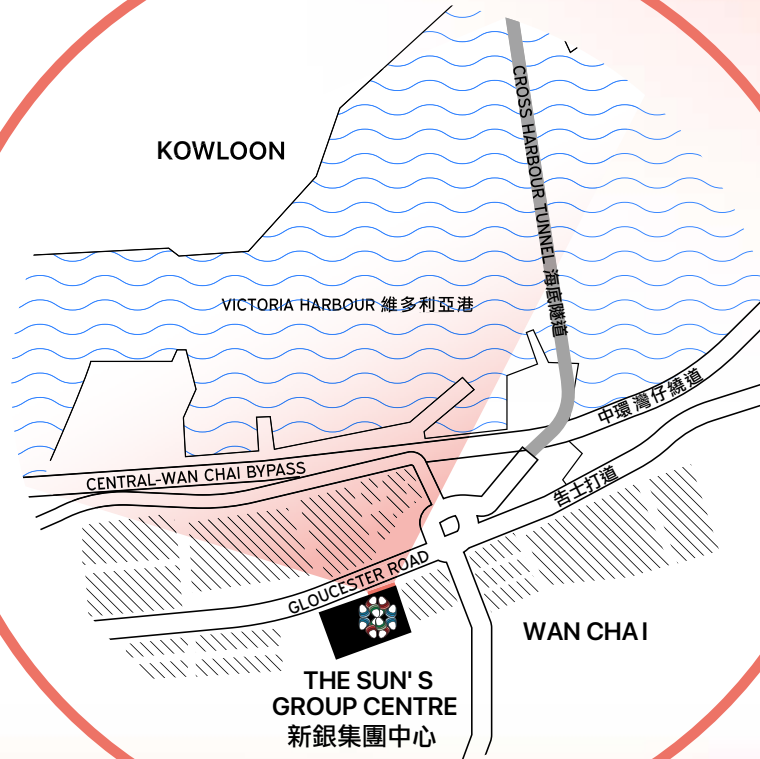
# THE SUN'S GROUP CENTRE

Hong Kong Island

The Sun's Group Centre, 200 Gloucester Road,  
Wan Chai, Hong Kong



Size  
45.7m (W)  
8.4m (H)



# SING HO FINANCE BUILDING

Hong Kong Island

- A L-shaped LED situated on the rooftop of a prominent building on Gloucester Road in Wan Chai
- Surrounded by a mix of commercial buildings, providing high visibility and exposure to a busy urban environment
- Capturing the attention of a diverse audience, including tourists, residents, and the commuters in the bustling district



# SING HO FINANCE BUILDING

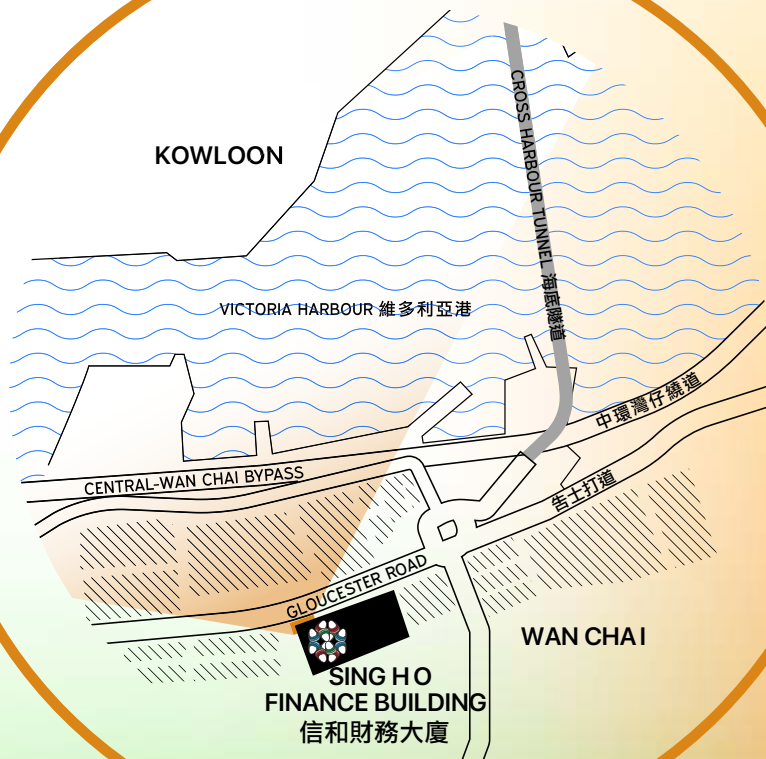
Hong Kong Island

168 Gloucester Road, Wan Chai, Hong Kong



Size

Left	Right
5.5m (W)	14m (W)
10m (H)	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

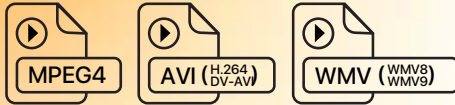
# **MATERIAL REQUIREMENTS**

# MATERIAL REQUIREMENTS

## VIDEO MATERIAL



### Video Material



Resolution: 1920 x 1080 or above



### Material Deadline

7 working days in advance



### Censorship

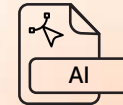
14 working days in advance

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 BOARDCASTER

[info@joinmerit.com](mailto:info@joinmerit.com) | [www.jmnetwork.com](http://www.jmnetwork.com)  
T (852) 2733 0998 | F (852) 2723 4300