

## METRO HAT (OUTER)

These large-scale advertising banners displayed at the gateway to the town are the iconic media of Roppongi Hills. The ad space is over 300 m<sup>2</sup>, capturing the attention of not only visitors to The Hills but also passers-by and traffic traveling on Roppongi-dori Ave. and the Tokyo Metropolitan Expressway. Their overwhelming impact on the city can generate buzz and valuable publicity.

### METRO HAT OUTER RIM

Media	Sheet (affixed)
Location	Metro Hat Outer Rim wall (facing Roppongi-dori Ave.)
Size	H13,050xW34,950mm (maximum)
Sales period	7 days (including 1 day of installation)
Notes	Displayed from indoors



Media	Content	Exposure Period	Fee
METRO HAT	Outer rim	7 days	¥5,000,000
	Inner rim	7 days	¥5,000,000
	Center "hanging"	7 days	¥1,000,000
*Purchased exposure period must include time required for installation and removal. *Basic schedule: Installation Monday (late night)/Removal Sunday (late night) *Above media fees do not include ad/material production or installation costs. *Center "hanging" media is used in a set with Metro Hat inner rim media.			
ART BOARDS		7 days	¥2,000,000
*One week from Monday to Sunday. Construction and removal late at night on Sunday. * In principle, it will be sold as a set with the outer circumference of the Metro Hat.			
WATERSCAPE/ CANOPY PILLARS	Waterscape A·C	7 days	¥5,000,000
*Purchased exposure period must include time required for installation and removal. *Above media fees do not include ad/material production or installation costs. *Canopy pillar media is included in the waterscape media fee. *There are cases when the water is stopped due to weather. Water flowing time 8:30 to 24:00			
METRO HAT VISION	260-inch	7 days(15 sec. x2/hour)	¥250,000
*Exposure frequency (no. of spots per hour) and length of exposure (number of days) is decided in separate discussions with management. *Separate handling fee is charged for material transfer. *Display time: 8:00am to 12:00am (16 hours).			
UNDERGROUND CONCOURSE BACKLIT AD BOXES		1 period (6 months)	¥2,500,000 ¥9,900,000
*Above media fees do not include ad/material production or installation costs.			

Media	Content	Exposure Period	Fee
WEST WALK TRUSS BANNERS	North side truss banner	7 days	¥2,000,000
	South side truss banner	7 days	¥2,000,000
	South side/North side set	7 days	¥3,000,000
WEST WALK NORTH OPTION	Facing the North side 3F bridge	7 days	¥500,000
	North Wall	7 days	¥500,000
WEST WALK SOUTH OPTION	Facing the South side 3F bridge side A	7 days	¥500,000
	Facing the South side 3F bridge side B	7 days	¥500,000
	South Side Pillar Wrap	7 days	¥500,000
*Above media fees do not include ad/material production or installation costs. *Including 1 day of installation. *Competition adjustment among area stores.			
BACKLIT AD BOXES	West Walk 1F to 6F	1 period (1 month)	¥52,000 ¥119,000
	West Walk 2F	1 period (3 months)	¥400,000
	North Side and South Side		¥700,000
	Keyakizaka Complex 1F	1 period (3 months)	¥300,000 ¥500,000
*Above media fees do not include ad/material production or installation costs.			
POSTER BOARDS	66 Plaza West Walk North side (front) *total 6 surfaces	1 period (7 days)	¥50,000
	66 Plaza Art Walk side *total 2 surfaces		
	In front of sub-entrance *total 12 surfaces		
	In front of Metro Hat *total 3 surfaces	1 period (7 days)	¥40,000
	Museum Cone 1F *total 2 surfaces		
	Keyakizaka Complex B2F to 2F *total 15 surfaces		
*Above media fees do not include ad/material production or installation costs.			

※ The above fees are current as of July 2022. Fees may be subject to change without advance notice; therefore, please contact the management for current fees and other information.  
 ※ Consumption tax is not included in the above fees and is separately charged.  
 ※ Above includes media that are managed under a contract agency system.  
 ※ Graphic design and video materials are subject to a pre-check and approval process before installation/exposure.  
 ※ Media sizes may differ slightly depending on the production company.  
 ※ Production/processing of advertising materials for Metro Hat, waterscape, and backlit ad boxes must be handled by a production company designated by the management.

**CONTACT:** Roppongi Hills Sponsored Media Division  
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