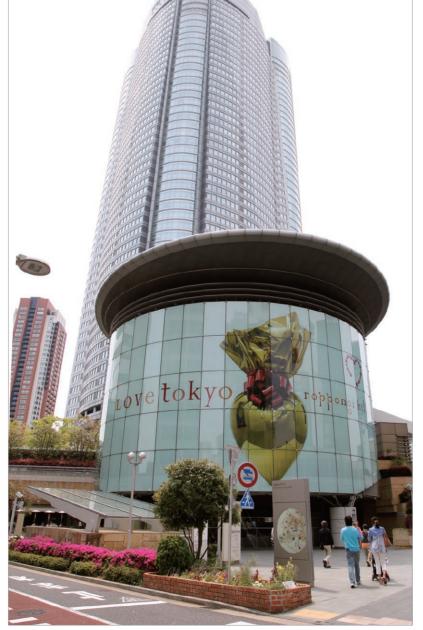
METRO HAT (OUTER)

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 m², 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	H13,050×W34,950mm (maximum)		
Sales period	7 days (including 1 day of installation)		
Notes	Displayed from indoors		









Media	Content	Exposure Period	Fee	Media	Content Exp	oosure Period	Fee
METRO HAT	Outer rim	7 days	¥5,000,000		North side truss banner	7 days	¥2,000,000
	Inner rim	7 days	¥5,000,000	WEST WALK TRUSS BANNERS	South side truss banner	7 days	¥2,000,000
	Center "hanging"	7 days	¥1,000,000	THOSE BY WINDER	South side/North side set	7 days	¥3,000,000
	*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.			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	η 7 days	¥500,000
					Facing the South side 3F bridge side I	3 7 days	¥500,000
ART BOARDS		7 days	¥2,000,000	300111 01 11011	South Side Pillar Wrap	7 days	¥500,000
	*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.				*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	period (1 month)	¥52,000 ¥119,000
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				West Walk 2F North Side and South Side	period (3 months)	¥400,000 ¥700.000
					Keyakizaka Complex 1F 1 *Above media fees do not include ad/material prod	period (3 months)	¥300,000 ¥500,000
METRO HAT VISION	260-inch	7 days(15 sec. ×2/hour)	¥250,000		66 Plaza West Walk North side (front)		
	*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).			POSTER BOARDS	*total 6 surfaces 66 Plaza Art Walk side *total 2 surfaces		
					In front of sub-entrance *total 12 surfaces		
UNDERGROUND CONCOURSE BACKLIT AD BOXES	1 period (6 months)		¥2,500,000 ¥9,900,000		In front of Metro Hat *total 3 surfaces		
	*Above media fees do not include ad/material production or installation costs.				Museum Cone 1F *total 2 surfaces		
					Keyakizaka Complex B2F to 2F *total 15 surfaces		

^{**} 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.

CONTACT: Roppongi Hills Sponsored Media Division

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^{*} Consumption tax is not included in the above fees and is separately charged.

^{*} Above includes media that are managed under a contract agency system.

 $^{{\}it \%}$ 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.