

3. MEDIA

2 METRO HAT (INNER RIM)/ Hanging Media

Offers an overwhelming 360-degree advertising on the inner rim of “Metro Hat,” a large-scale media located on a major artery for visitors to Roppongi Hills. This area has the most passers-by and it is possible to capture the attention of those entering or leaving Roppongi Hills.



Name	METRO HAT (INNER RIM)	Hanging Media
Location	Metro Hat Inner Rim section from Roppongi Station (Hibiya Line) concourse to 66 Plaza	
Media	Banner(tarpaulin)	Hanging media
Size	H4,200-8,500×W62,700mm (max)	Banner : H8,000×W4,800mm
Exposure Period	7 days (including 1 day of installation)	7 days (including 1 day of installation)
Price	¥5,000,000	¥1,000,000
Notes	Installed using existing art wire. There is a limit to the extent of what can be posted.	There is a limit to the extent of what can be posted.

Media	Content	Exposure Period	PRICE (tax excluded)	Notes
METRO HAT	Outer rim	7 days	¥ 6,000,000	* Purchased exposure period must include time required for installation and removal.
	Inner rim	7 days	¥ 5,000,000	* Basic schedule: Installation Monday (late night)/Removal Sunday (late night)
	Hanging Media	7 days	¥ 1,000,000	* The media fee does not include 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 (A・C) / CANOPY PILLARS		7 days	¥ 5,000,000	* Purchased exposure period must include time required for installation and removal. * The media fee does not include production or installation costs. * Canopy pillar media is included in the waterscape media price. * There are cases when the water is stopped due to weather. Water flowing time 8:30 to 21:30 ; lighting is on until 12 a.m.
METRO HAT VISION		7 days (15 sec. × 2/hour)	¥ 300,000	* Exposure frequency (no. of spots per hour) and length of exposure (number of days) is decided in separate discussions with management. * A separate material submission fee will be charged. * Display time: 8:00 to 24:00am.
UNDERGROUND CONCOURSE BACKLIT AD BOXES	C-11-91-01	1 period (6 months)	¥ 9,900,000	* The media fee does not include production or installation costs.
	C-11-91-02	1 period (6 months)	¥ 9,900,000	
	C-11-91-03	1 period (6 months)	¥ 8,500,000	
	C-11-91-04	1 period (6 months)	¥ 7,300,000	
	C-11-91-05	1 period (6 months)	¥ 6,000,000	
	C-11-91-06	1 period (6 months)	¥ 3,800,000	
	C-11-91-07	1 period (6 months)	¥ 2,500,000	
	C-11-91-08	1 period (6 months)	¥ 2,500,000	
	C-11-91-09	1 period (6 months)	¥ 2,500,000	
	C-11-91-10	1 period (6 months)	¥ 2,500,000	

Notes on video broadcasting

*For Metro Hat Vision, a separate material submission fee will be charged from the first material onwards, and for network signage, a separate material submission fee will be charged from the second material onwards.

*The minimum broadcast rate [broadcast rate = (number of actual broadcast surfaces x actual broadcast time) ÷ (number of installed surfaces x broadcast time)] is 90% (except in emergencies).

* Price 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.

* Production/processing of advertising materials for Metro Hat, waterscape, and backlit ad boxes must be handled by a production company designated by the management.

* Media sizes may differ slightly depending on the production company.

*Conditions apply for exposure, so please contact the person in charge.