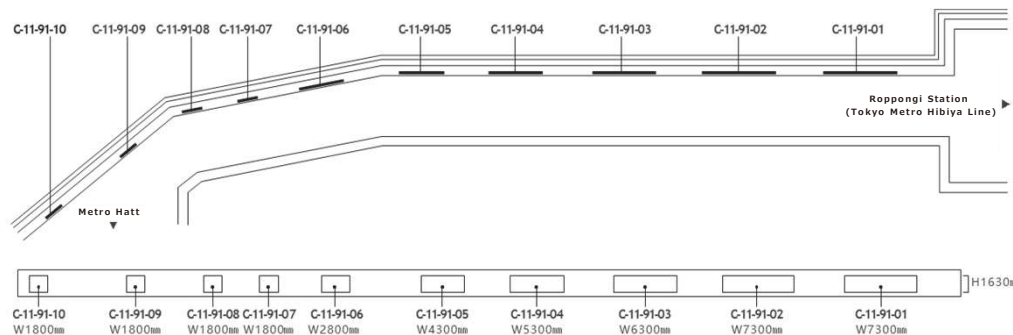
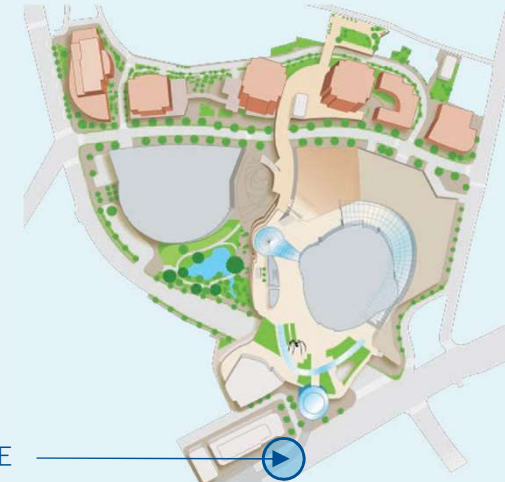


## 6 UNDERGROUND CONCOURSE BACKLIT AD BOXES

These large-size media are strategically located in the underground concourse connecting Roppongi Hills and Roppongi Station (Tokyo Metro Hibiya Line). Since its opening in 2003, the concourse has been a gateway for not only the thousands of visitors who come to enjoy the multitude of attractions offered by Roppongi Hills including the observation deck, art museum, conference facilities, hotel, movies, shopping, dining, and events, but also the many office workers and residents. Placement of a high-impact visual in these media can effectively raise awareness and interest in a promoted product or service.



UNDERGROUND CONCOURSE BACKLIT AD BOXES



Name	UNDERGROUND CONCOURSE BACKLIT AD BOXES		
Location	Underground concourse directly connecting Roppongi Hills and Roppongi Station (Tokyo Metro Hibiya Line)		
Media	Backlit ad box		
Size	H1,630 × W1,800-7,300mm		
Exposure period	From 6 months		
Price	C-11-91-01	¥9,900,000	1 period (6 months)
	C-11-91-02	¥9,900,000	1 period (6 months)
	C-11-91-03	¥8,500,000	1 period (6 months)
	C-11-91-04	¥7,300,000	1 period (6 months)
	C-11-91-05	¥6,000,000	1 period (6 months)
	C-11-91-06	¥3,800,000	1 period (6 months)
	C-11-91-07	¥2,500,000	1 period (6 months)
	C-11-91-08	¥2,500,000	1 period (6 months)
	C-11-91-09	¥2,500,000	1 period (6 months)
	C-11-91-10	¥2,500,000	1 period (6 months)

Media	Content	Exposure Period	PRICE (tax excluded)	Notes
WEST WALK	North side truss banner	7 days	¥ 2,000,000	* The media fee does not include production or installation costs. * Including 1 day of installation. * Competition adjustment among area stores.
	South side truss banner	7 days	¥ 2,000,000	
	South side/North side set	7 days	¥ 3,000,000	
WEST WALK	North side 3F bridge side	7 days	¥ 500,000	
NORTH SIDE OPTION	North side walls	7 days	¥ 500,000	
WEST WALK	South side 3F bridge side A	7 days	¥ 500,000	
SOUTH SIDE OPTION	South side 3F bridge side B	7 days	¥ 500,000	
	South side pillar wrap	7 days	¥ 500,000	
BACKLIT AD BOXES	West Walk 1F to 6F	1 period (1 month )	¥ 52,000 ~ ¥ 119,000	* The media fee does not include production or installation costs.
	West Walk 2F North side ・ South side	1 period (3 months)	¥ 400,000 ~ ¥ 700,000	
	Keyakizaka Complex 1F	1 period (3 months)	¥ 300,000 ~ ¥ 500,000	
POSTER BOARDS	66 Plaza West Walk North side *total 6 surfaces	1 period (7 days)	¥ 50,000/surface	* The media fee does not include production or installation costs.
	66 Plaza Art Walk side *total 2 surfaces	1 period (7 days)	¥ 50,000/surface	
	In front of sub-entrance (front) *total 12 surfaces	1 period (7 days)	¥ 50,000/surface	
	In front of Metro Hat *total 3 surfaces	1 period (7 days)	¥ 50,000/surface	
	Museum Cone 1F *total 2 surfaces	1 period (7 days)	¥ 40,000/surface	
	Keyakizaka Complex B2F-2F *total 15 surfaces	1 period (7 days)	¥ 40,000/surface	
NETWORK SIGNAGE	12-screen set broadcast	1 period (7 days)	¥ 400,000/week	* A separate material submission fee will be charged.

## 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.