

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).

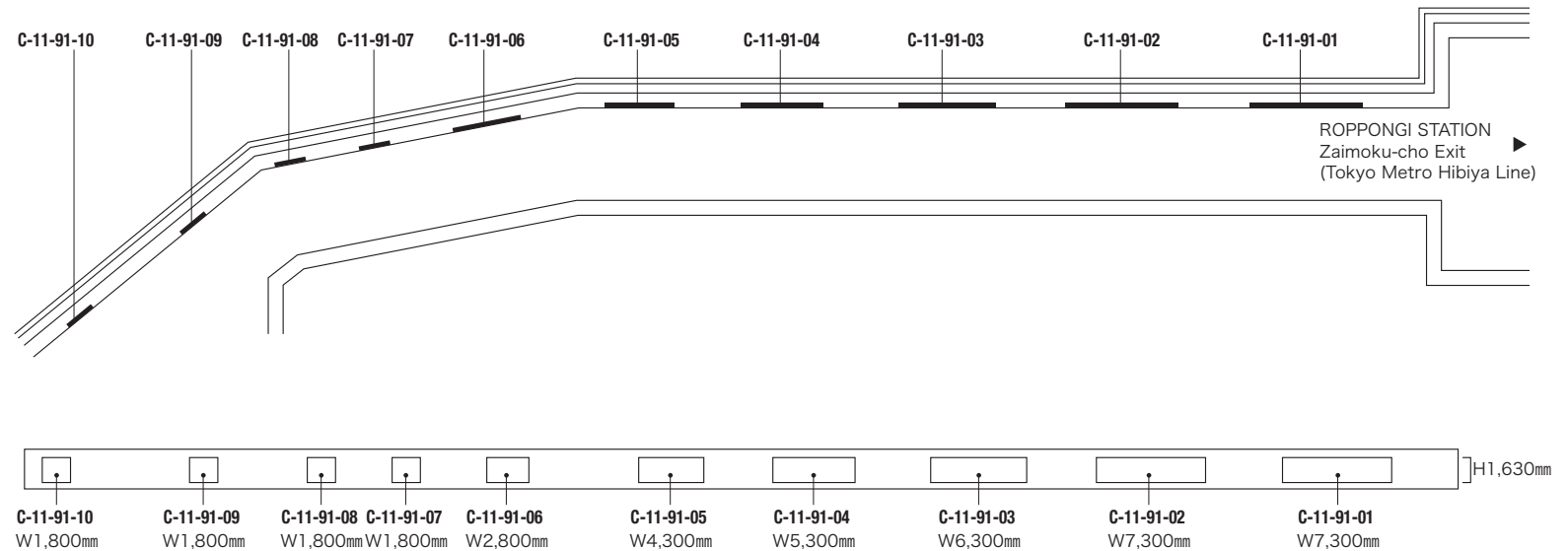
Since its opening in 2003, the concourse has been a gateway for not only the thousands of visitors who come to enjoy the multitude of attractions offered by Roppongi Hills including the observation deck, art museum, conference facilities, hotel, movies, shopping, dining, and events, but also the many 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

Media	Backlit ad box
Size	H1,630×W1,800~7,300mm
Exposure period	6 months or more
Notes	Mounting: grommet process



▲Underground concourse



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 North Side and South Side	1 period (3 months)	¥400,000
			¥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		
	66 Plaza Art Walk side *total 2 surfaces	1 period (7 days)	¥50,000
	In front of sub-entrance *total 12 surfaces		
	In front of Metro Hat *total 3 surfaces		
	Museum Cone 1F *total 2 surfaces	1 period (7 days)	¥40,000
	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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