

# SuperJet Cost Effective Advertising 2011

# **SuperJet Media Concession**

**Perception Communication has the sole representation of all advertising on the SuperJet buses and stations.**

**With the huge clutter of advertising on television, radio and internet channels it's becoming more difficult to get your message across to your target audience.**

**SuperJet video advertising is all about impact. It is the only form of advertising you can't turn off, fast forward through or throw away.**

**Year for the cost of only three spots on leading prime time TV programs you get more than 60,000 opportunities to see (OTS)/year.**











Size: 5m x 1.5m





**Mobinil Size: 2 (6m x 1.5m)**

**Vacant : 4m x 1.5m**

**Vacant : 3m x 1.5m**

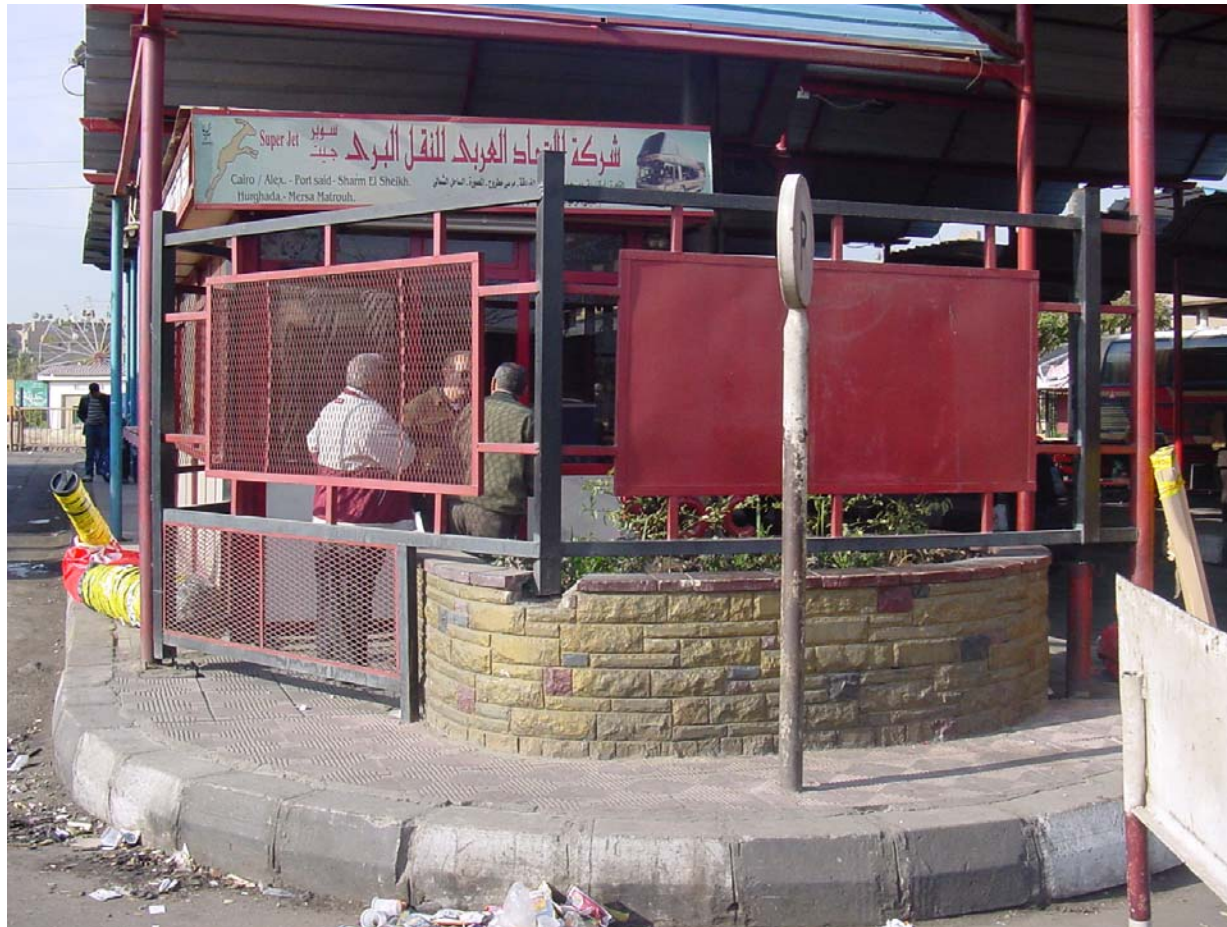


Size: 4 (3m x 1.5m)





**Size: 1.45m x 1.5m**



**Size: 2 (2.75m x 1.5m)**







*Super Jet Advertising Rate Card 2011*

	Rate per month	Rate per 3months	Rate per 6 months	Rate per 9 months	Rate per 12 months	Situation
<b>Tickets including Production cost</b>	L.E 50800	L.E 142800	L.E 270,000	L.E 382300	L.E 479200	Sold to 31/10/2011
<b>Station billboard / m2 Almaza Station including Production cost</b>		L.E 1560	L.E 2800	L.E 3650	L.E 4120	52.5 m2 sold 13.5 m2 available
<b>Station billboard / m2 Port Said Station including Production cost</b>		L.E 1560	L.E 2800	L.E 3650	L.E 4120	33 m2 sold 97 m2 available
<b>Video</b>	<u>Average Freq.</u>					
10 Sec.	190 spots / day	L.E 8,470	L.E 15,000	L.E 20,000	L.E 23,000	7 min available
20 Sec.	190 spots / day	L.E 16,940	L.E 30,250	L.E40,000	L.E 46,000	
30 Sec.	190 spots / day	L.E 23,370	L.E 40,000	L.E 35,200	L.E 60,500	
45 Sec.	190 spots / day	L.E 31,500	L.E 54,900	L.E 75,000	L.E 83,500	
60 Sec.	190 spots / day	L.E 40,000	L.E 70,000	L.E 93,200	L.E 105,000	
<b>Cassette</b>						available
10 Sec.		L.E.6,800	L.E. 11,800	L.E. 15,700	L.E. 18,000	
20 Sec.		L.E.13,200	L.E. 23,000	L.E. 31,000	L.E. 35,200	
30 Sec.		L.E.18,100	L.E. 31,500	L.E. 42,500	L.E. 48,500	
45 Sec.		L.E. 24,200	L.E. 42,500	L.E. 57,500	L.E.66,500	
60 Sec.		L.E.31,500	L.E. 55,300	L.E. 75,000	L.E. 85,000	
<b>Stickers around the top of the bus window (indoor)</b>		L.E3300 / bus	L.E 5000 / bus	L.E 6600 / bus	L.E 8400 / bus	available
<b>Head Seats including Production cost</b>		L.E3400 / bus	L.E3400 / bus	L.E 6700 / bus	L.E 6700 / bus	available


	Rate per month	Rate per 3months	Rate per 6 months	Rate per 9 months	Rate per 12 months	Situation
<b>Curtains including Production cost</b>	--	--	--	--	L.E 5000 / bus	available
<b>Flyers delivered by client</b> A 5 A 4	L.E. 90,700 L.E. 120,000					available
<b>Coffee Shop tent (تندة) 18 m2</b>					L.E115,000	available
<b>Light Box Per m2* including Production cost, electricity &amp; maintenance.</b>					L.E. 10,000	available

	Rate per month	Rate per 3months	Rate per 6 months	Rate per 9 months	Rate per 12 months
<b>Other advertising opportunities:</b>	<b>To be negotiated upon request</b>				
<ul style="list-style-type: none"> <li>• Sampling</li> <li>• Coffee shops – POSM</li> <li>• Station Benches</li> <li>• Ticket Booths</li> <li>• Destination Board</li> </ul>					

**Volume Rebate:**

<b>Up to 100,000</b>	<b>10 % discount</b>
<b>100,000 – 300,000</b>	<b>15 % discount</b>
<b>300,000 – 500,000</b>	<b>20 % discount</b>
<b>500,000 +</b>	<b>25 % discount</b>





# Thank you ☺

For More Information Contact:

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