

HIGH-END MEDIA PROMOTION 2026

FOCUS ON cultivating exclusive high-end outdoor media operations for city-center business districts.
TO EXPLORE the frontiers of business, art and spatial Innovation—Beyond Discovery.

500+
Our Clients

1,500+W
Covered Person-time

13
High-end Business District

PRECISE LAYOUT OF HIGH-END BUSINESS DISTRICT MEDIA



- Core cities

6

- High-end business district

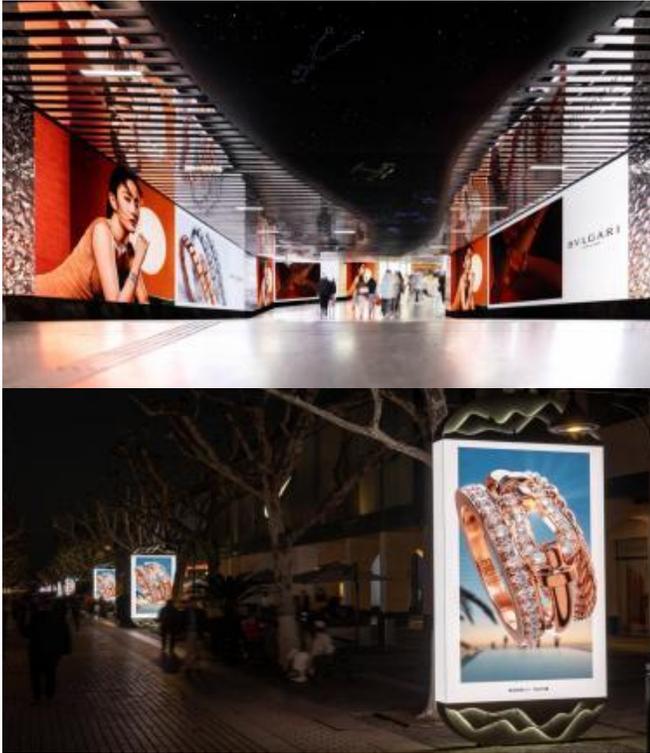
13

LIMITED EDITION

SHANGHAI	MID HUAIHAI RD	Xintiandi Plaza 「Modern Light and Shadow」LED Xintiandi Andaz Super Lightbox K11 Outdoor Art Dual-Screen LED TX Huaihai Outdoor poaster wall Golden Bell Plaza 「Gilded Dual Screens」Mega Light Boxes Parkson West-side Gate Super Lightbox
	WEST NANJING RD JING AN	Taikoo Zhangyuan 「Luxury IMAX」Mega Lightbox Media Corridor Shanghai Jing'an Twin Stars Jing An Kerry Centre JAKC Outdoor 3D Screen Digital Gallery 3D Mega LED Reel Full Scene Media
	EAST NANJING RD	People Square People's Square Brand Sunken Passage Daimaru New-One 「The Bund Star」super lightbox East NJ Rd-Hongyi Super Billboard
	QIANTAN TAIKOO	Qiantan Taikoo Super Lightbox
HANGZHOU	HUBIN	West Lake Hubin Art Landscape Matrix Media Set Hubin Kerry Centre Rd Mega LED IN 77 GBV Outer Wall LED
	QIANJIANG NEW CBD WULIN SQUARE	MIXC The MIXC Lightbox Matrix Jiangjin Road Brand Focus Light Box Wulin Square Super Billborad
SHENZHEN	LUOHU HOUHAI	The MIXC Naked-eye 3D Giant LED Screen Shenzhen Bay MIXC 「Premium Brand LED Corridor」 「Supreme Gallery」Lightbox Matrix
NANJING	XINJIEKOU	DEJI Plaza 「Galaxy Art Space」 Xinjiekou Station L1&L2 Transfer Passageway Nanjing Jinling JLC Omnimedia
WUHAN	WUSHANG MALL	Wushang Mall Ultra-high-definition 3D giant LED Screen
XI'AN	NAN MEN	SKP & Hopson One Giant Super Light Box



EXPLORING THE FRONTIER OF BUSINESS ART AND SPACE INNOVATION



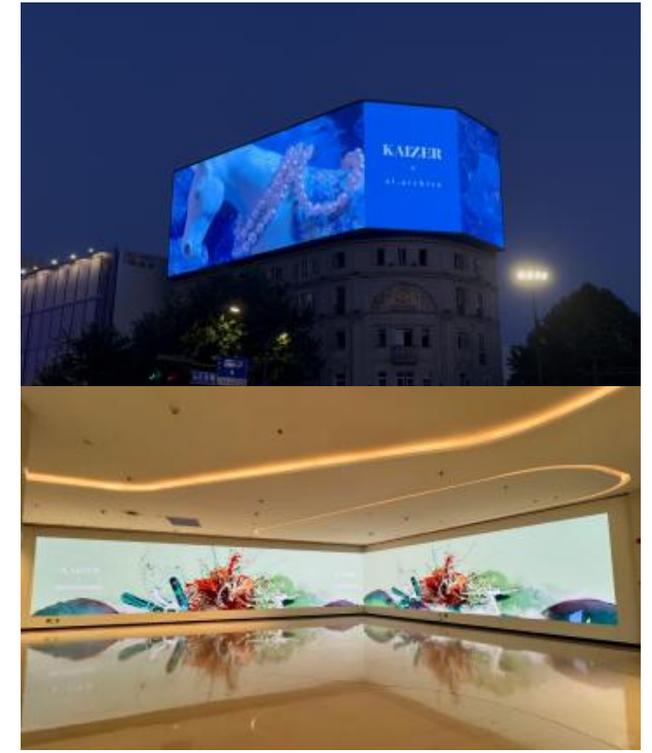
「CITY IP」 scenic landmark

—Help diversify brand communication and enhance the long-term impact of commercial advertising



Cutting-edge technology breaks through 「THE SCREEN」

—Empowering Business Creativity with Cutting-edge Technology to Create New Dimensions of Communication



Flowing 「ART EXHIBITION」

—Artists collaborate to create spatial landscapes, revolutionizing aesthetic perception

Shanghai High-end Business District Media



MID HUAIHAI RD	Xintiandi Plaza 「Modern Light and Shadow」 LED K11 Outdoor Art Dual-Screen LED Golden Bell Plaza 「Gilded Dual Screens」 Mega Light Boxes	Xintiandi Andaz Super Lightbox TX Huaihai Outdoor poaster wall Parkson West-side Gate Super Lightbox
WEST NANJING RD	Taikoo Zhangyuan 「Luxury IMAX」 Mega Lightbox	Taikoo Zhangyuan Media Corridor
JING AN	Shanghai Jing'an Twin Stars Jing An Kerry Centre Outdoor 3D Screen Digital Gallery 3D Mega LED Shanghai Jing'an Twin Stars Reel Full Scene Media	
EAST NANJING RD	People Square People's Square Brand Sunken Passage Daimaru New-One 「The Bund Star」 super lightbox	Daimaru-East NJ Rd Super Billboard
QIANTAN TAIKOO	Qiantan Taikoo Super Lightbox	

Mid-Huaihai Road CBD

GOLDEN HEART OF INNER RING IN MAGIC CITY

The Fashion Festival in Shanghai

Over 1,600 international brand stores have opened in Shanghai's renowned fashion district

The first store of the global streetwear brand in this fiercely competitive area

International events are held in Shanghai, such as Shanghai Fashion Week and Shanghai Light and Shadow Festival

The Vision and Power of the Elite in the Era of Metastasis

The area is home to a cluster of high-end business buildings, making it the preferred location for headquarters of Fortune 500 companies such as PwC, Sony, Accenture, Panasonic, and McKinsey

Top-tier luxury residences like Cuihu Tiandi gather the elite and top-tier figures of China.

The first store and the "night" economy of the integration of culture, commerce and tourism

60+ brand flagship stores

With a daily average passenger flow of approximately 1 million, it ranks fourth in Shanghai

The first world-class "import demonstration zone" with a scale of 100 billion yuan

MID-HUAIHAI ROAD BUSINESS DISTRICT



📍 XINTIANDI PLAZA

Shanghai | 「Modern Light and Shadow」 LED



A Benchmark Media Leading the New Era of Intelligent Interaction

Seamlessly connect Shanghai's K11, Xintiandi, Hong Kong Plaza, and Hermès Home, among other top-tier commercial landmarks
 Huaihai Middle Road runs from west to east, with full coverage along the Golden Line
 Comprehensive coverage of renowned commercial and travel areas such as Xintiandi South and North



Xintiandi Plaza



Hermès Maison



K11 Art Mall
 K11 ELYSEA (II)



📍 XINTIANDI PLAZA

Shanghai | 「Modern Light and Shadow」 LED

LED screen with world-leading intelligent technology ecosystem

—Powered by intelligent sensing system, dynamic scene creation knows no bounds

📍 XINTIANDI PLAZA

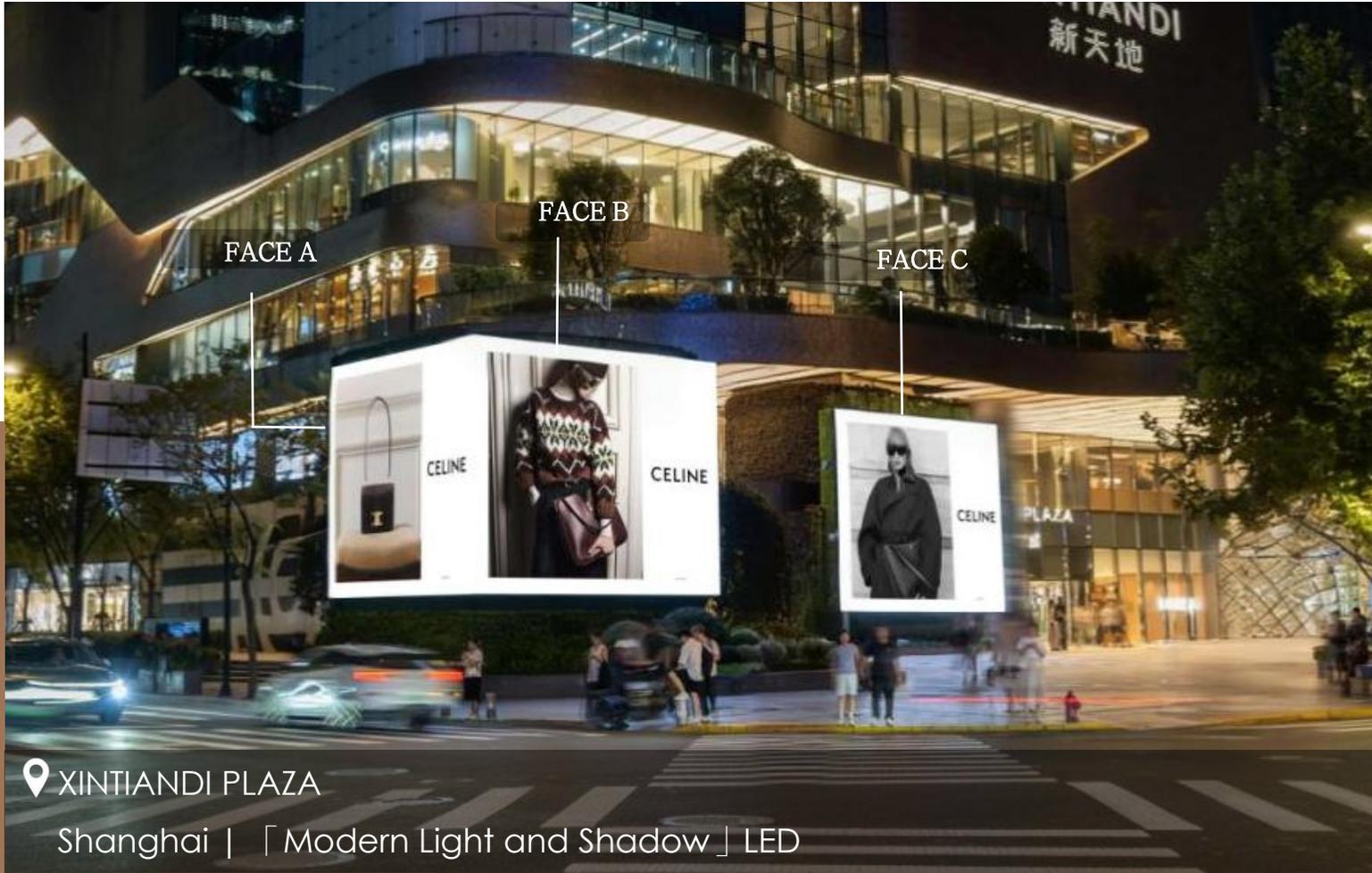
Shanghai | 「Modern Light and Shadow」LED



8K Ultra-High-Resolution Image Revolution in Picture Quality

—Three-screen interaction creates immersive sensory imagination

RATE CARD



📍 XINTIANDI PLAZA

Shanghai | 「Modern Light and Shadow」LED

Location Mid Huaihai Road/ South Huangpi Road outdoor area of Xintiandi Plaza.

Media Format : P2.9 LED screens * 2 units (three sides in total: A, B, C)

Media Size : about 169 m². AB Sides: about 113 m², (8.05+0.29+8.05)m(W)*6.9 m(H), C: about 56m², 8.05m(W) × 6.9m(H) (refer to MR for details)

Media Cost: Carousel - Frequency 15 seconds*120 times, RMB 650,000/1 week/group;
Full-screen takeover - 1 hour/day, 60 minutes: RMB 650,000/1 day/group

Notes:

Display Time : 8:30-22:30 (TBC)

Discount (%) :

Post-discount media cost (RMB) :

Passenger Flow : 700, 000/day

The central crosswalk at the three-phase super intersection of Huaihai Middle Road and Huangpi South Road serves as a critical pedestrian Vehicular passage in the Xintian area, with heavy traffic volume. The intersection features two massive 8K ultra-HD LED displays on three sides, providing excellent visibility.

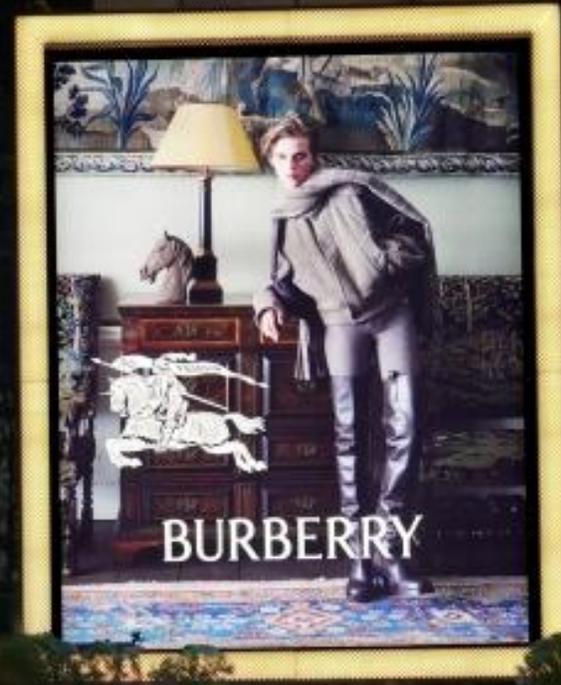


Instructions

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📍 XINTIANDI ANDAZ

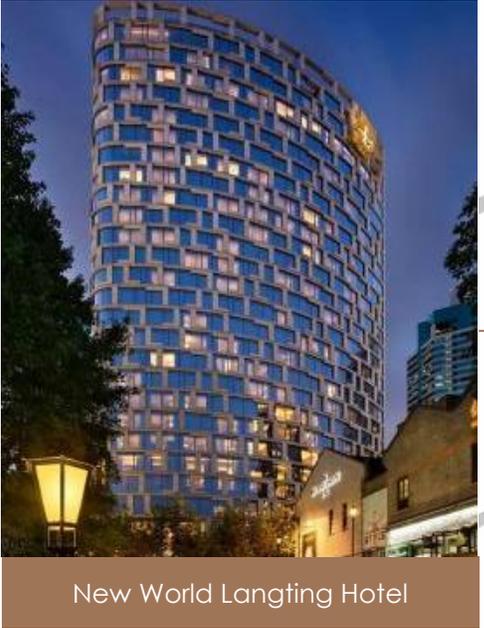
Shanghai | Andaz Super Lightbox



A Fashionable and Modern Outdoor
Showcase in the Heart of Xintiandi

Located at the intersection of Mid-Huaihai Road and South Huangpi Road. The property is backed by the five-star Andaz Hotel, faces the Langham Hotel and Xintiandi Plaza.

Covering Hong Kong Square to the north, the Shikumen Scenic Area of Xintiandi to the south, and the Taiping Lake area.



New World Langting Hotel



Hong Kong Plaza



Hermès Maison



XINTIANDI ANDAZ

Shanghai | Andaz Super Lightbox



Creative MEGA Lightbox with High Asset Core

——Locking two high-end five-star hotels to create brand creative media space



XINTINADI ANDAZ

Shanghai | Andaz Super Lightbox

Strategically located between the Langham and Andaz hotels in Xintiandi, this prime location serves as the essential gateway for travelers to the city's core.



Location : South Huangpi Road & Xing'an Road
(West Side of Andaz Hotel Wall)

Media Format : Super light box*1 piece

Media Size 6.08 m (H) *4.95m (W) =30.1 m²

The total area is approximately 30m² (refer to MR for details)

Media Cost : RMB 280,000 /2 weeks

Display Time : 18:00-22:00

Production : RMB 9,030 /time

Booking Period : 2 weeks

Discount(%):

Passenger Flow : 600,000 /day

Notes:

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*效果图示意

Art Dual Screen in the High-End
Luxury Zone on Mid-Huaihai RD

Located on the south side of Huangpi Road at Shanghai K11 Shopping and Art Center, this prime location is adjacent to Hong Kong Plaza and luxury brand flagship stores.

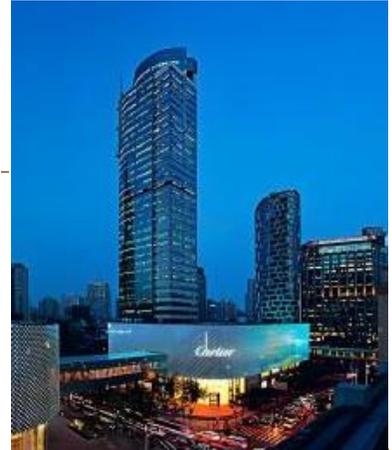
The expansive view encompasses Mid-Huaihai Road and Mid-Jinling Road, extending northward to Xintiandi, offering a panoramic urban landscape.



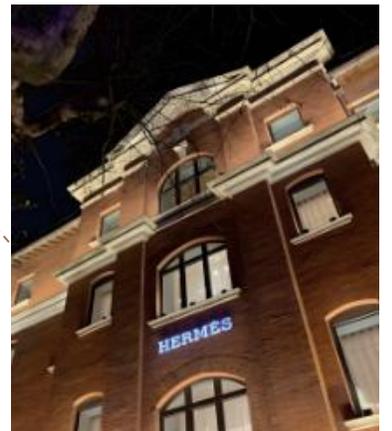
Shanghai K11
(Phase II Under Construction)



Xintiandi Plaza



Hongkong Plaza



Hermès Maison

SHANGHAI K11

Shanghai | K11 Outdoor Art Dual-Screen LED

SH K11

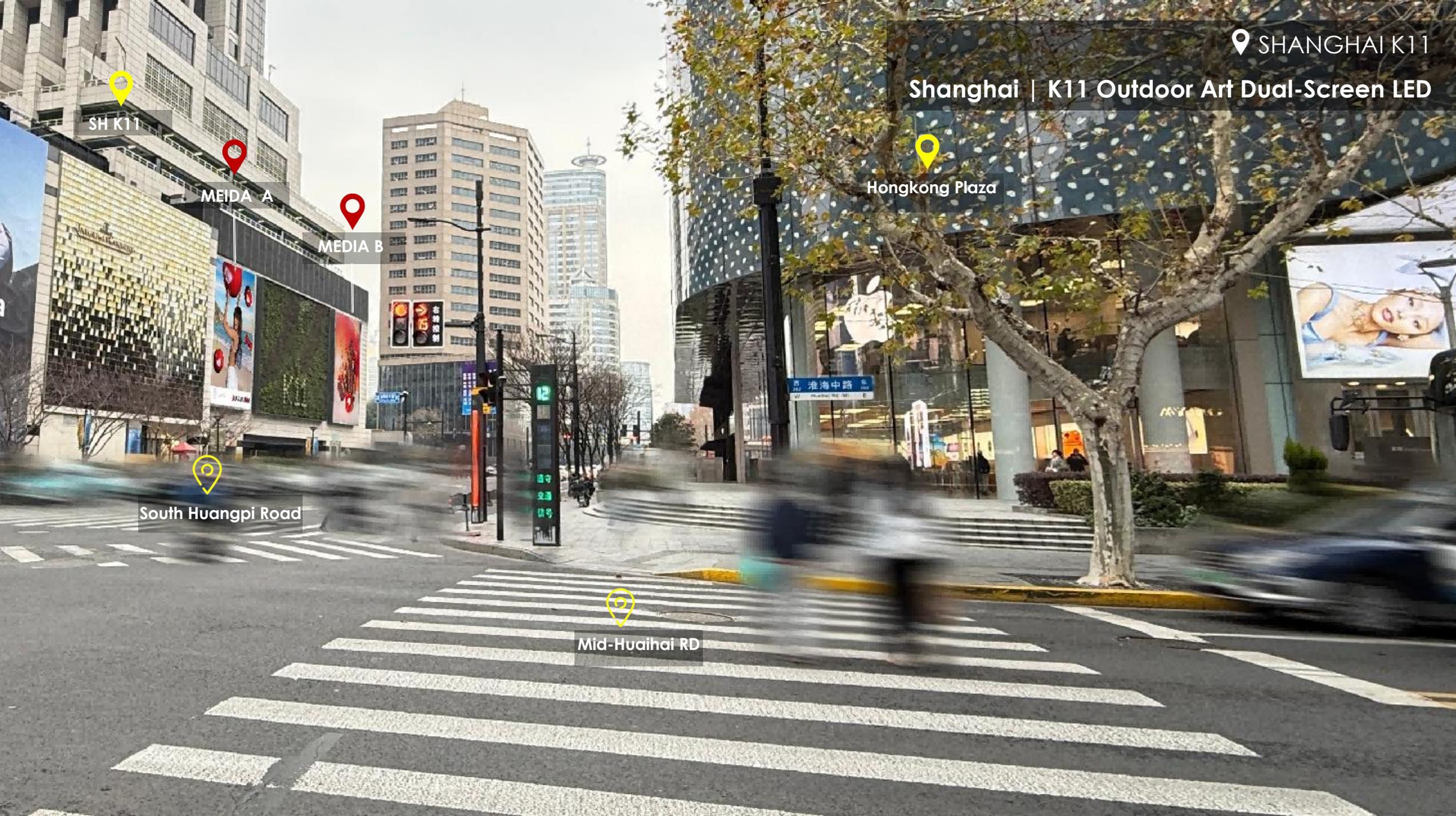
MEIDA A

MEDIA B

Hongkong Plaza

South Huangpi Road

Mid-Huaihai RD





Double Screen Reflects, Constructing the Golden Crossroads of Huaihai Middle Road and Huangpi South Road

—Mid-Huaihai Road's luxury commercial street dominates the visual landscape with expansive dual-screen LED displays on both sides, creating a natural urban focal point.



SHANGHAI K11

Shanghai | K11 Outdoor Art Dual-Screen LED

*效果图示意

The exterior facade of Shanghai K11 on Huangpi South Road
[Apple Store flagship](#) located at Hong Kong Plaza (North Wing)



Location : The exterior wall of Shanghai K11 Shopping and Art Center (on Huangpi South Road)

Media Format : P6 HD LED*2 (2 pieces per set)ce

Media Size : The total area is approximately 192m², with dimensions of 8m (W) × 12m (H) and 2 units per group, totaling 192m² (subject to MR confirmation).

Media Cost :
 Rolling display-15 seconds per cycle * 120 times/day, RMB 380,000 per week per group;
 Full-screen display-1 hour/day (60 minutes), RMB 380,000 per hour/day per group

Note :
Display Time : 9:00-22:00

Discount(%) :

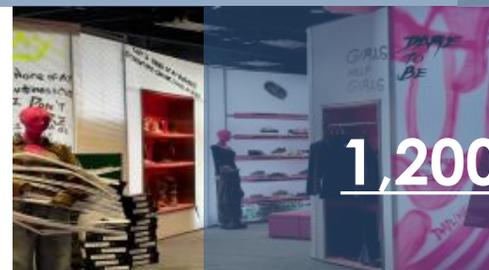
Post-discount media cost (RMB) :
Passenger Flow : 80W/day

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China's First
「Curatorial」
Commercial Space



1,200

Brand Launch Events



30

Major Launch Events

100

Celebrities



73

First stores

36

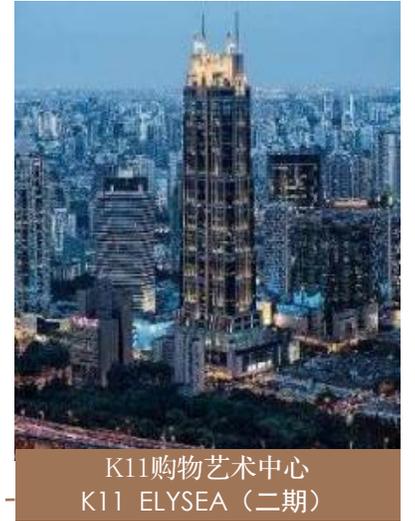
National First Stores



Facing Mid-Huaihai Road, capturing massive foot traffic and vehicular flow.

A trendy pop-up zone within the mall, drawing large crowds of fashion-forward young spenders and attracting renowned influencers for check-ins.

Radiating across the entire TX Huaihai main entrance plaza, co-creating a 「Three-Dimensional Integrated Communication Matrix」 alongside pop-up events.





*效果图示意

Media Wall at the Trendy Luxury
Influencer Landmark on Mid-
Huaihai RD



*效果图示意

Realize the linkage of "advertising and venue" to detonate the new momentum of marketing communication

—Located beneath the main entrance of TX Huaihai's AIRPARK, this space collaborates with the plaza's trendy pop-up event to energize brand creativity, creating a full-sensory immersive experience.



Dual view, bidirectional visibility

Overlooking the east-west traffic flow along Huaihai Middle Road, this view captures the TX Huaihai Entrance Plaza from above.

Multi-dimensional linkage, showing diversified brand creativity

Combined with the creative highlights of flash events, venue-linked advertising unleashes the full potential of brands





Right below the roof park of **TX Huaihai AIRPARK**
Main Entrance Gate 1 Exterior facade glass wall enclosure

Central locations of Huangpi South Road Station and Huaihai Middle Road Station on the subway



Location : The glass exterior wall beneath the TX Huaihai AIRPARK

Media Format : Outdoor plaza wall sticker poster *1

Media Size : : 46.8m (W) *9.05m (H) =423.54m²
 (Subject to MR)

Media Cost : RMB 380,000yuan/2weeks

Production : RMB 143,500yuan/time

Note :

Display Time : TBC

Discount (%) :

Post-discount media cost (RMB) :

Passenger Flow : 540,000person/day

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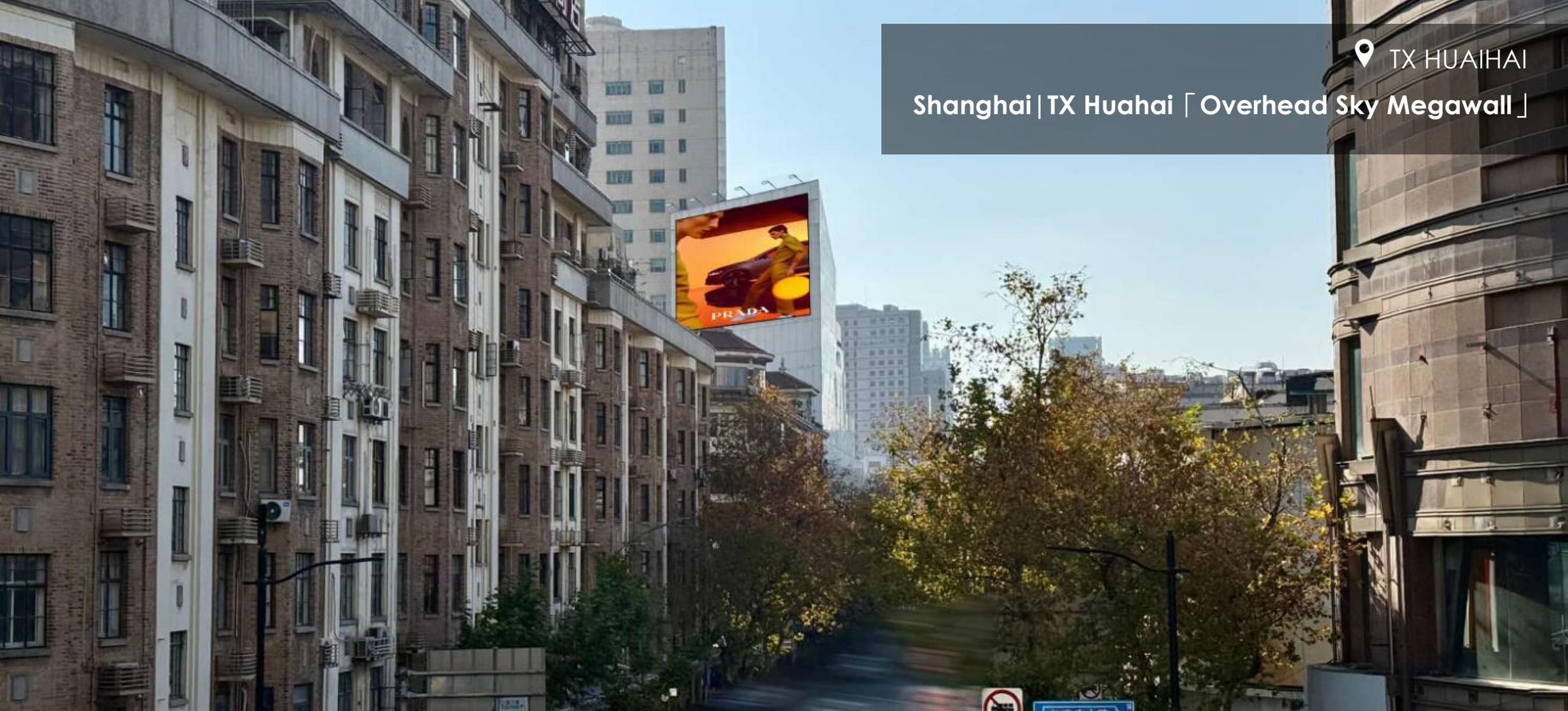
TX HUAIHAI

Shanghai | TX Huahai 「Overhead Sky Megawall」



Mid-Hua Hai RD Brand Luxury
Exterior Advertisement

*效果图示意



The first thing you see on Mid-Huaihai Road, East Yan'an Road Overpass and North-South Elevated Road is the exterior advertisement —The Huaihai Middle Road and East Yan'an Road interchange, visible from the pedestrian area, serves as a hub for commuting and tourism in the surrounding area. Its north-south elevated structure handles massive traffic volumes.

媒体刊例 RATE CARD



TX HUIHAI

Shanghai | TX Huaihai 「Overhead Sky Megawall」

Location: The east facade of TX Huaihai (at the intersection of Huaihai Middle Road and Yandang Road)

Media Format: Building poster wall *1

Media Size: : 21.1m (W) *11.2m (H) =236.32m²
(Subject to MR)

Media Cost: RMB 380,000yuan/4weeks

Production : RMB 82,600yuan/time

Note:

Display Time: TBC

Discount (%) :

Post-discount media cost (RMB) :

Passenger Flow: 540,000person/day

The **east facade** of TX Huaihai, located above the intersection of **Huaihai Middle Road and Yandang Road**, near the **east entrance** of the shopping mall and the **underground parking lot entrance**



Instructions

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📍 GOLDEN BELL PLAZA

Shanghai | Golden Bell Plaza 「Gilded Dual Screens」 Mega Light Boxes



Rare Double Screen of Air

Landmark on Mid-Huaihai RD

Located on the exterior wall of Golden Bell Plaza, adjacent to Shanghai Times Square and the nation's only Hermès Maison. Radiating to surrounding high-end office towers such as Hong Kong Plaza and Lippo Plaza during the day. Covering elite business professionals . Thriving nightlife economy, featuring upscale clubs such as MOSSO LIVESHOW, MAX SHANGHAI, and MAGO KTV, drawing large crowds of high-spending young elites.



Hermès Maison



Lane Crawford



GOLDEN BELL PLAZA

Shanghai | Golden Bell Plaza 「Gilded Dual Screens」 Mega Light Boxes

NIGHT PARK: The Core of Urban Nightlife Trends

—4.5-meter soaring height, featuring dual-air curtain giant lightboxes with panoramic coverage, setting a benchmark for premium social media platforms

RATE CARD



Located on the exterior wall of the Golden Bell Plaza
It faces both sides of Mid-Huaihai Road with unobstructed visibility, capable of radiating over 300 meters in the surrounding area.



GOLDEN BELL PLAZA
Shanghai | Golden Bell Plaza 「Gilded Dual Screens」 Mega Light Boxes

Location : NO.98 Mid Huaihai RD, exterior wall of Golden Bell Plaza

Media Format : Super light box*2 pieces/set
(A and B, totally 2 pieces)

Media Size : A: 12.5m (W) *7m (H) =87.5m²

B: 11.8m (W) *7m (H) =82.6m²

The total area is approximately 170m² (refer to MR for details)

Media Cost : RMB 780,000yuan/2 weeks/set
(totally 2 pieces)

Display Time : 16:30-23:00

Production : RMB 51,000/time

Booking Period : 2 weeks

Passenger Flow : 500,000/day

Discount (%):

Media fee after discount (RMB):

Notes:

Instructions

1. If the minimum media release period is 1 week, a 15% media surcharge will be applied for short-term releases under 4 weeks;
2. All media sizes indicated in the rate card are for reference only, and the final size shall be based on actual release measurements
3. For creative releases in media, a 15%-30% media creative release surcharge will be applied, with the exact amount subject to actual confirmation
4. This rate card pricing will take effect from April 1, 2025, and during the implementation period, media sales formats, media
- 5.5. This publication fee schedule will take effect from January 1, 2026. Should any changes occur to media sales formats, publication schedules, or media information during this period, no further notice will be given. The latest announcement or official quotation shall prevail.

📍 HUIHAI PARKSON

Shanghai | Parkson West-side Gate Super Lightbox



The Unique High-End Advertising
Show in Shanghai

Adjacent to Shanghai iapm, it covers premium office complexes including Jiahua Center and Huaihai International Plaza
Located at the main entrance of Huaihai Parkson, directly visible from Exit 2 of South Shaanxi Road Metro Station
Surrounded by top-tier music institution- Shanghai Conservatory of Music, along with five-star hotels such as the Garden Hotel and Ruijin InterContinental Hotel





HUAIHAI PARKSON

Shanghai | Parkson West-side Gate Super Lightbox

Facing Metro Exit 2 of South Shaanxi Road Station, the main passageway to Huaihai Parkson



Location : Mid Huaihai Road/South Shaanxi Road, West-side Gate L001

Media Format : Super Lightbox*1

Media Size : 3.7m (H) * 5.7m (W) about 21m² (refer to MR for details)

Passenger Flow : 200,000+ /day

Media Cost : RMB 580,000/4 weeks

Production : RMB 7,730/time

Booking Period : 4weeks

Discount (%) :

Discounted Media Cos (RMB) :

Notes:

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WEST NANJING ROAD CBD

TOP LUXURY RETAIL HUB IN SHANGHAI

The first "100-billion-yuan" business district in the country

Gathering over 2,800 global brands and one-third of Shanghai's top-tier flagship stores
The Louis landmark boosted total commercial consumption by 13 billion yuan within 150 days of its opening
More than 100 multinational corporations have established their Greater China headquarters here

International fashion frontiers, a complete global brand matrix

Over 70% of the brands in the business district are international, with more than 2,000 global brands operating here
80% of the world's top brands have flagship stores here, including Louis Vuitton (LV), Prada, and Hermès
The traditional core area of luxury consumption in East China

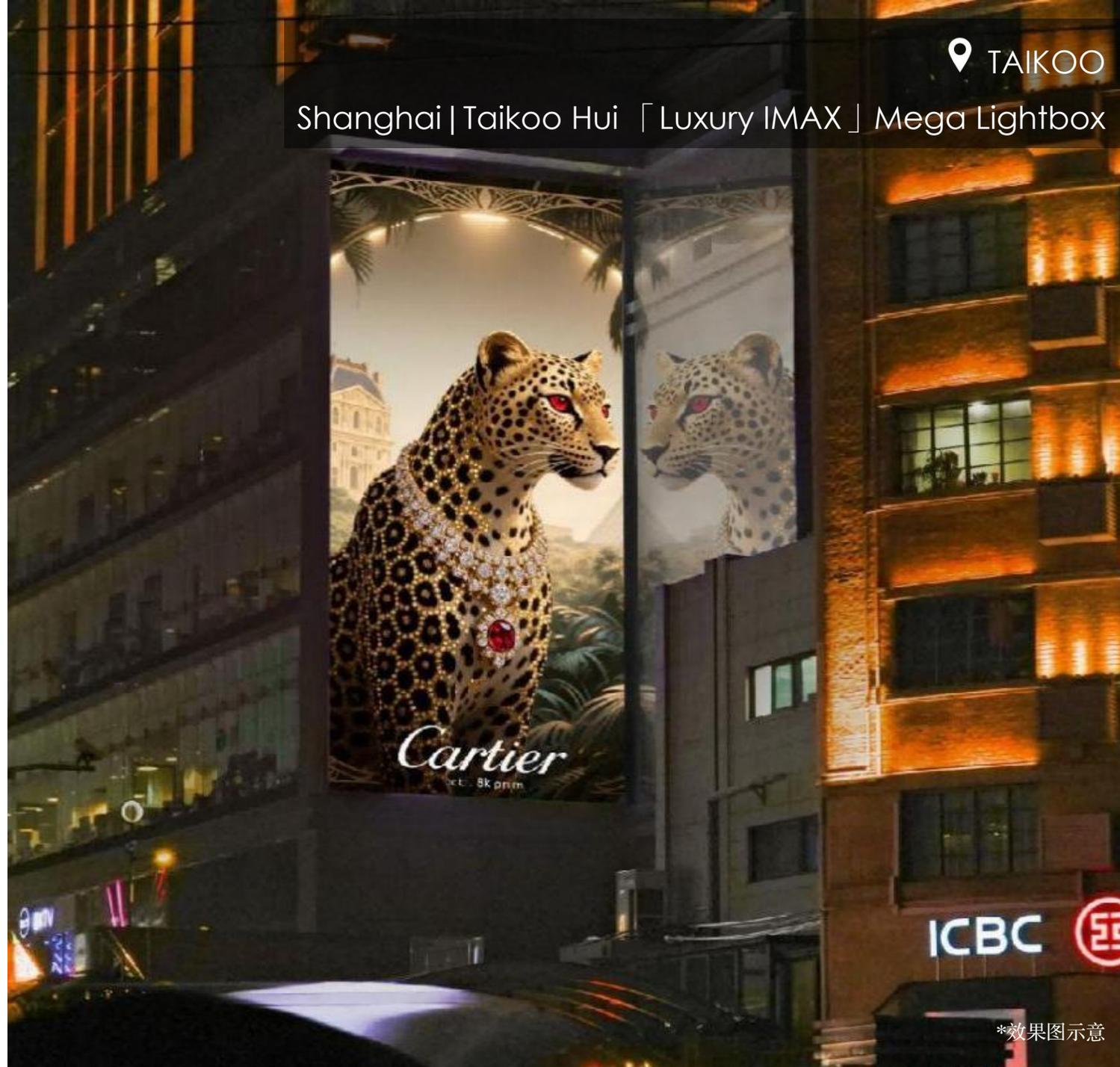
Block upgrading, forming a commercial matrix of the whole area

The inaugural launch, exhibition, and debut event attracted massive attention, driving consumption exceeding 10 billion yuan in the first half of 2025
"One ignition, all-region linkage" drives the commercial take-off of the whole region through the Internet celebrity scenic spots
A comprehensive commercial network spanning from high-end luxury to trendy luxury and high-end fast-moving consumer goods

WEST NANJING ROAD BUSINESS DISTRICT



The Premier Media Hub Adjacent to
the Luxury Brand Louis Vuitton



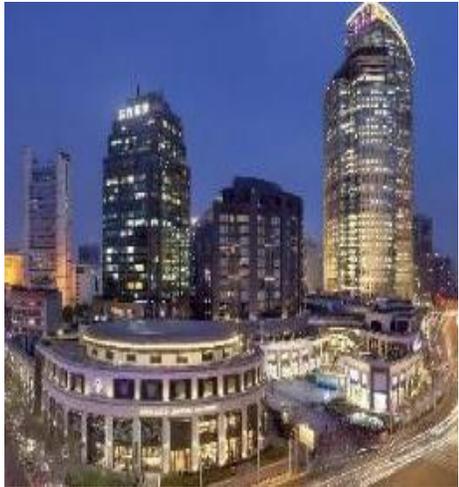
Surrounded by luxury flagship stores, East Nanjing Road's commercial district is adjacent to the viral Instagram hotspot 「LV THE LOUIS」
The prime spot at Zhangyuan's entrance, directly accessible from Exit 11 of West Nanjing Road Metro Station



ZHANG YUAN



LV THE LOUIS



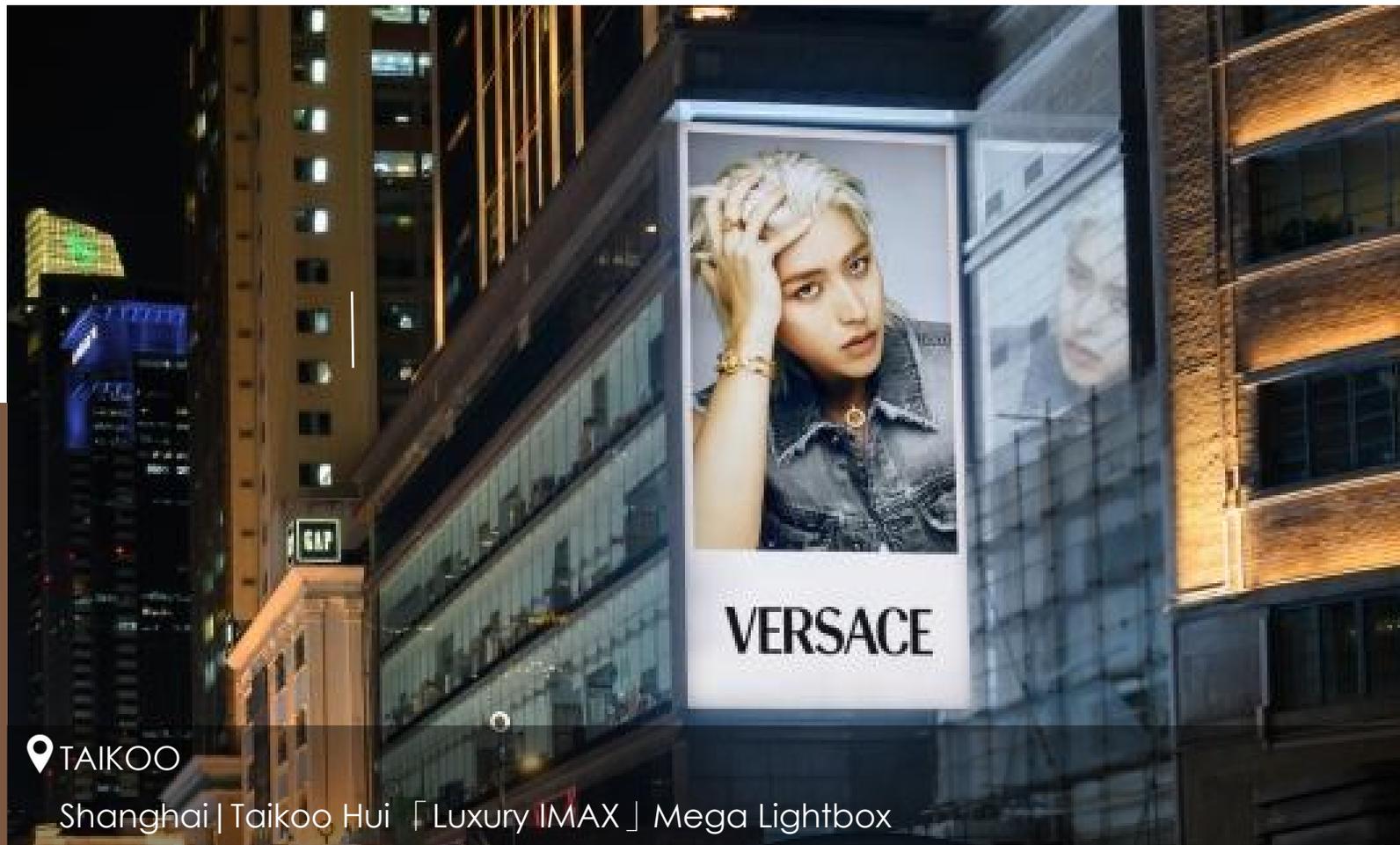
Taikoo Hui



The top-tier media platform in the West Nanjing Road business district

——A must-visit luxury destination, a viral hotspot alongside 「LV THE LOUIS」, and a prime advertising space for global brands

*Illustration



TAIKOO

Shanghai | Taikoo Hui 「Luxury IMAX」 Mega Lightbox

Location : West Nanjing Road/ Shimen NO.1 Road, outer wall of Zhongchuang Tower

Media Format : Mega light box *1

Media Size : TTL 118m², 15.43m (H) *7.63m (W)
(refer to MR for details)

Media Cost: RMB 880,000yuan/2weeks (1piece)

Display Time : 16:00-24:00

Production : RMB 43,500 /time;

Booking Period: 2 weeks

Discount(%) :

Passenger Flow: 900,000+/day

Notes:

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Just 150m from 「LV THE LOUIS」
The First Eye Advertisement of Zhangyuan



📍 ZHANGYUAN

Shanghai | Taikoo Zhangyuan Media Corridor



The Lightboxes Corridor Leading
Directly into the Taikoo Hui

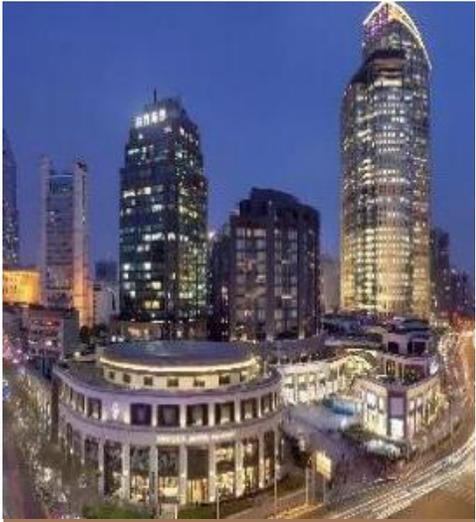
Metro Lines 2/12/13 provide direct access to Taikoo Hui, located at the prime intersection of Shimen 1st Road and Wujiang Road
The luxury brand corridor connects Zhangyuan, Wujiang Road Leisure Street, and extends all the way to Taikoo Hui



Zhangyuan



Wujiang Road Leisure Street



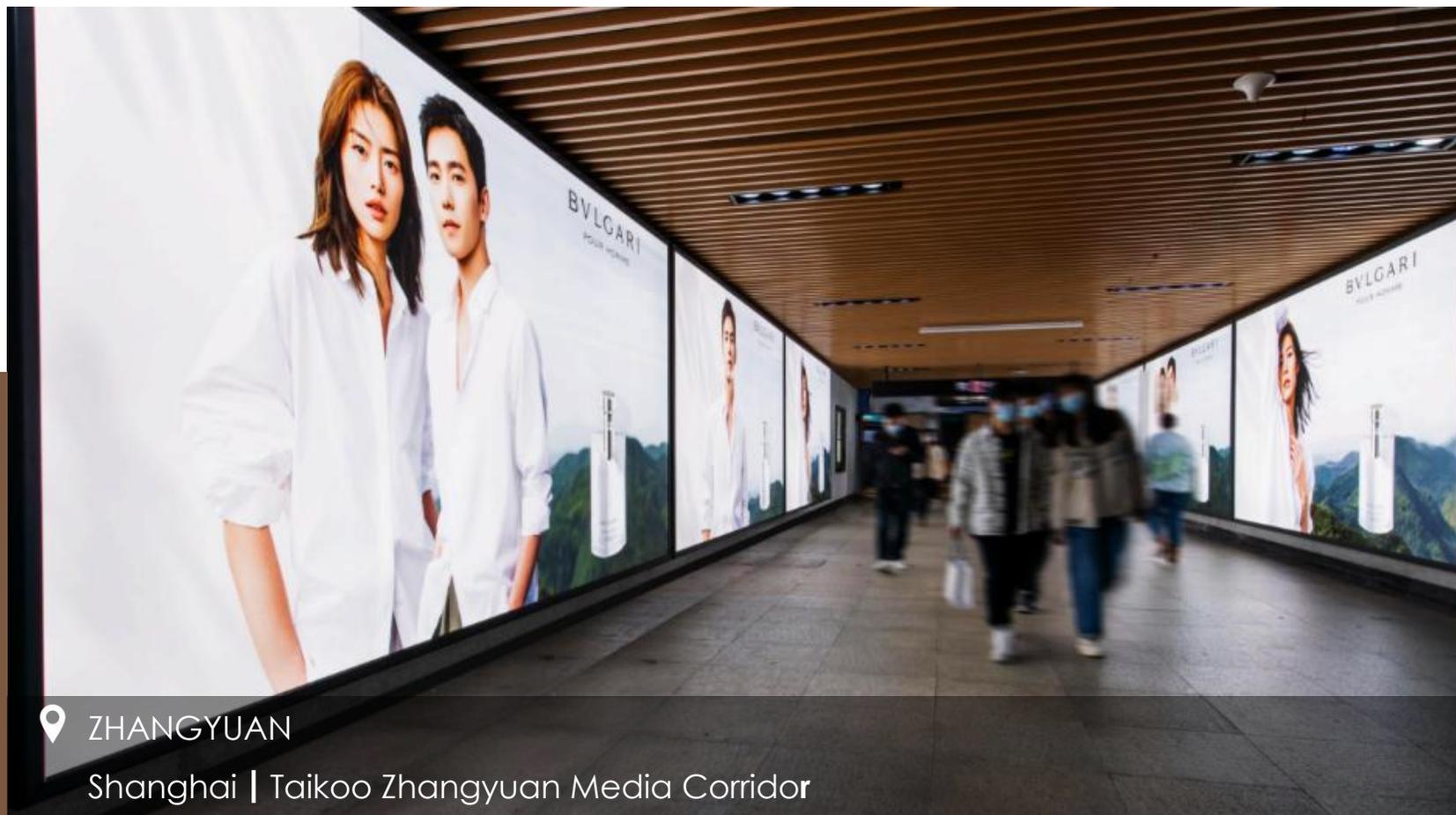
Taikoo Hui



The top-tier urban commercial artery

——The core hub area of Metro Line 2/13 serves as a key transportation link between Taikoo Hui and West Nanjing Road, maintaining consistently high passenger traffic throughout the year

RATE CARD



📍 ZHANGYUAN

Shanghai | Taikoo Zhangyuan Media Corridor

Location : L13 West Nanjing Road Exit No.11, transfer direction to L2

Media Format : Mega lightbox *6

Media Size : 4.9m(W) x 2.6m(H) x 6 = 76.44m² (refer to MR for details)

Passenger Flow : 200, 000+/day

Media Cost : RMB 1,580,000/4 weeks

Production : RMB 26,000/times

Booking Period : 4 weeks

Display Time : 06:30-23:00

Discount(%) :

Discounted Media Cost (RMB) :

Notes:

Access to Taikoo Hui, Zhangyuan, and Wujiang Road

The transfer passage at West Nanjing Road Station on Line 2/13

With full coverage of subway access to the commercial street



Instructions

1. The brand release period must not be shorter than the minimum release cycle of the media;
2. To ensure release effectiveness and visual quality, all media advertising visuals shall be produced by the designated media provider;
3. The media dimensions indicated in all rate cards are for reference only, and the final dimensions shall be based on actual release measurements;
4. For creative releases in media, an additional 15%-30% creative release surcharge shall apply, with the exact amount subject to actual confirmation;
5. This rate card pricing shall take effect from [Month] [Day], 2025. If adjustments are made to media sales formats, media rate cards, or media information during the implementation period, no further notice will be given, and the latest announcement or official quotation shall prevail.

JING AN TEMPLE CBD

WORLD CLASS LANDMARK COMMERCIAL HUB

The core economic center of the "100-billion-yuan" business district

The commercial space efficiency consistently ranks among the nation's top performers, exceeding three times the national average
Jing'an Kerry Center and Yueyang Plaza are among the top-tier office buildings, home to over 100 renowned multinational corporations.
Shanghai's consumption level has long ranked among the top three globally.

Business, Tourism and Culture Integration, Creating High Density and High Net Value Passenger Flow

The daily passenger flow exceeds 500,000, and during holidays, it reaches over 800,000
The close integration of Jing'an Temple, a famous scenic spot, with the shopping mall directly drives tourist consumption
The area is surrounded by five-star hotels and consulates, with a high proportion of high-net-worth individuals and international tourists

Cultural Density Creates Economic Soaring

The venue hosts over 300 performances and 100+ trendy pop-up events annually, attracting more than one million visitors
Create cultural trend consumption scene, continuously attract the owner of the store to develop
The fusion of Eastern and Western cultures creates new consumption hotspots

JING AN TEMPLE BUSINESS DISTRICT



Shanghai Jing'an Kerry Center Outdoor 3D Screen

Located at the heart of West Nanjing Road, the city's most valuable axis

- The most concentrated area of rare and prosperous business formats in Jing'an Temple business district

Adjacent to a commercial cluster including Réel Department Store, Jiuguang Department Store, and Shanghai Centre, with Jing'an Kerry Centre serving as the heart of the precinct—sustained by long-term curational operations that drive continuous scene-based foot traffic.

- **Optimal pedestrian flow path with superb visibility**

At the intersection of West Nanjing Road and Changde Road—an area with exceptionally high vehicular and pedestrian traffic. Featuring Shanghai's rare three-way crosswalk, the media here enjoys an unparalleled viewing perspective with direct, head-on visibility from all directions.

It is the outdoor LED media with the highest traffic and the best viewing angle in Jing'an Temple business district.





The best hardware delivers the ultimate display quality

- High-order PWM Chip: Adopting Current Precise Control Technology for High Color Reproduction
- Highlight: 7500 nits for sharp images with no grayscale loss during brightness adjustment
- High refresh rate: 7680Hz delivers excellent photo quality without scan lines
- High Gray: 16-bit grayscale, perfectly renders dark details
- High contrast ratio: 9500:1, delivering vivid and vibrant colors
- Wide color gamut: 110% NTSC, rich and saturated colors, vivid and realistic image quality

Ultra HD fine rendering

It delivers crystal-clear viewing without any graininess, perfectly showcasing every detail of the image





JAKC OUTDOOR 3D LED

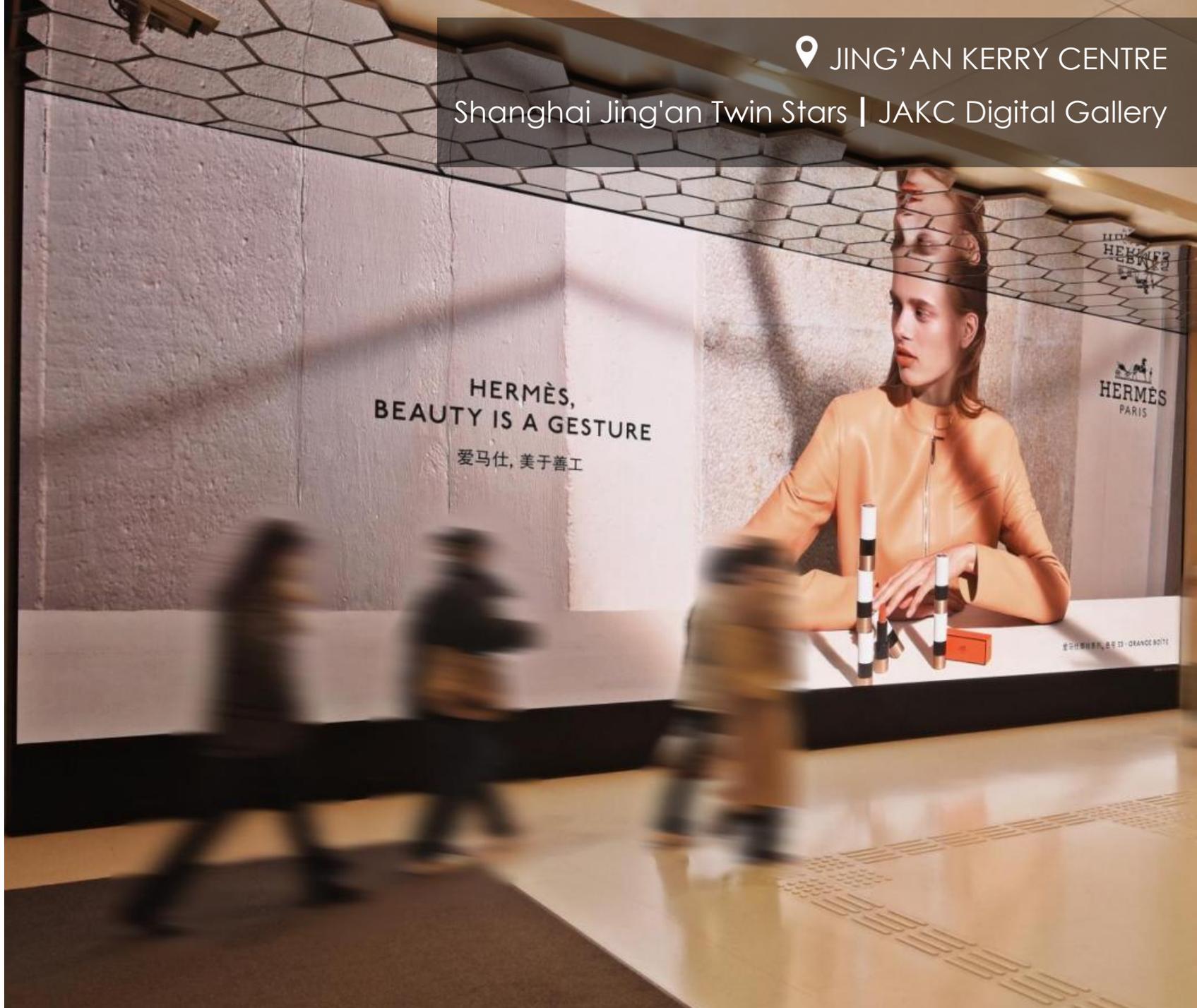


Location Map

Location	The intersection of West Nanjing Road and Changde Road, the exterior wall of Jing'an Kerry Center North District	Rate Card	Frequency: 15 seconds * 60s, RMB 680,000 /week; Full-screen display: 1 hour, RMB 680,000/hour
Media format	Outdoor LED*1	Display Time	8:30-22:00
Size	36.156m(w) x 15.6m(h), TTL: 564m ²	Passenger Flow	950,000 person/day

📍 JING'AN KERRY CENTRE

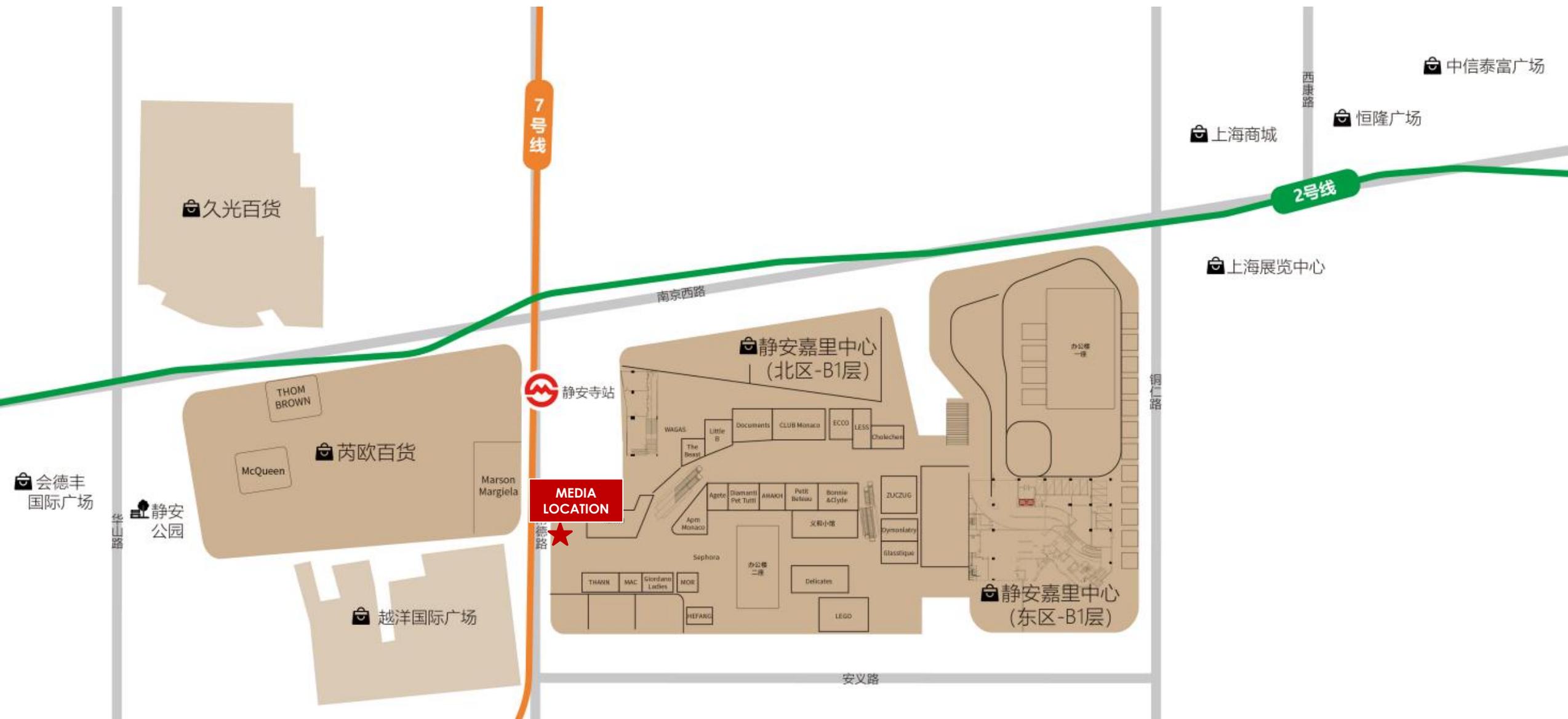
Shanghai Jing'an Twin Stars | JAKC Digital Gallery



Jing'an Temple Immersive
Digital Audio-Visual Gallery

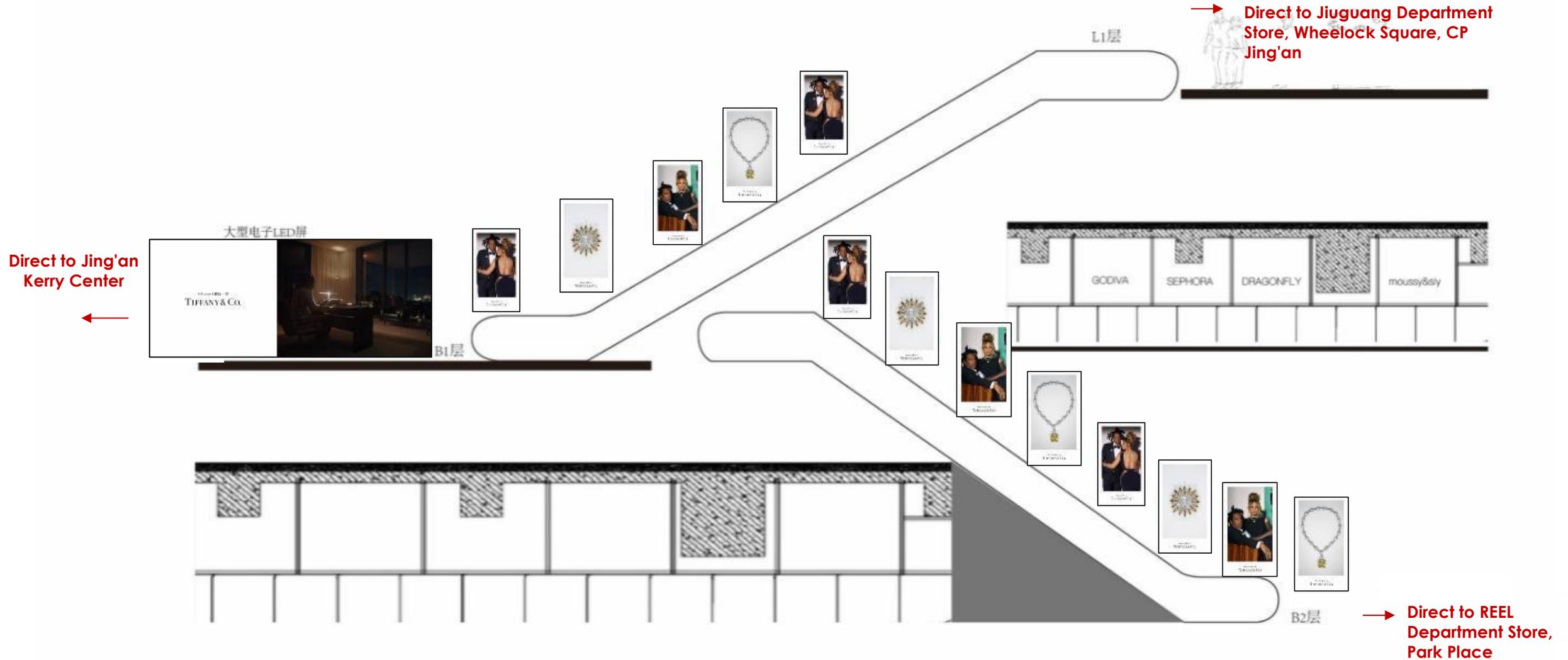
Connecting core high-end commercial landmarks such as Jing'an Kerry Centre, Réel Department Store, Park Place, Jiuguang Department Store, Wheelock Square, and CP Jing'an

Direct access from Exit 6 of metro 2/7/14



DIGITAL GALLERY
LED*1 + 65-INCH LCD*16+ 55-INCH LCD*10

Crossing the double decker
Direct access to dual business center gateways





Listenable outdoor media

—Featuring Harman Kardon cinema-grade audio, the immersive experience blends stereo sound with visual imagery to deliver a multidimensional sensory journey

 supports audio playback



Immersive Visual Art Gallery

—Dual-layer interactive screen synergizes with space, resonating with high-end luxury brand aesthetics

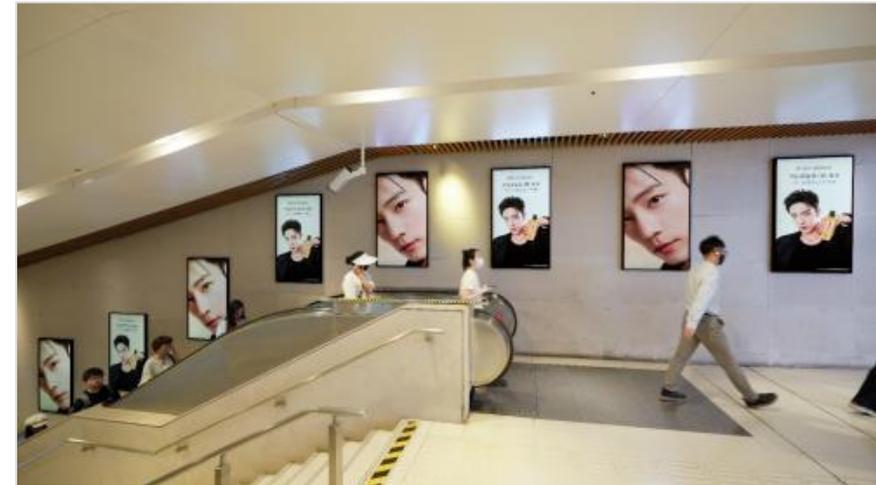
 supports audio playback



📍 JING'AN KERRY CENTRE

Shanghai Jing'an Twin Stars | JAKC Digital Gallery

Located at Exit 6 of Jing'an Temple Station, providing direct access to Kerry Centre
 The 2025 morning peak hour metro passenger flow ranks NO.2 in Shanghai
A full-spectrum sensory experience of sound and light



Location : JAKC Entrance (Metro Jingan Temple Exit 6)

Illumination: 8: 00-23: 00, 15 hours / day

Media Format: P1.8 LED*1, 65'LCD*16, 55' LCD*10

(refer to MR for details)

Passenger Flow : 250,000+ / dayce

Media Cost: 15s*240times: RMB480,000/1 week
 1 hour(60mins)/day:RMB 828,000/1 week

Production: Video

Booking Period: 1 week

Discount (%) :

Discounted Media Cost (RMB) :

Tips:

The release start date is either
 Wednesday or Friday each week.

Instructions

1. The brand release period must not be shorter than the minimum release cycle of the media;
2. To ensure release effectiveness and visual quality, all media advertising visuals shall be produced by the designated media provider;
3. The media dimensions indicated in all rate cards are for reference only, and the final dimensions shall be based on actual release measurements;
4. For creative releases in media, an additional 15%-30% creative release surcharge shall apply, with the exact amount subject to actual confirmation;
5. This rate card pricing shall take effect from [Month] [Day], 2025. If adjustments are made to media sales formats, media rate cards, or media information during the implementation period, no further notice will be given, and the latest announcement or official quotation shall prevail.

📍 JING'AN KERRY CENTRE

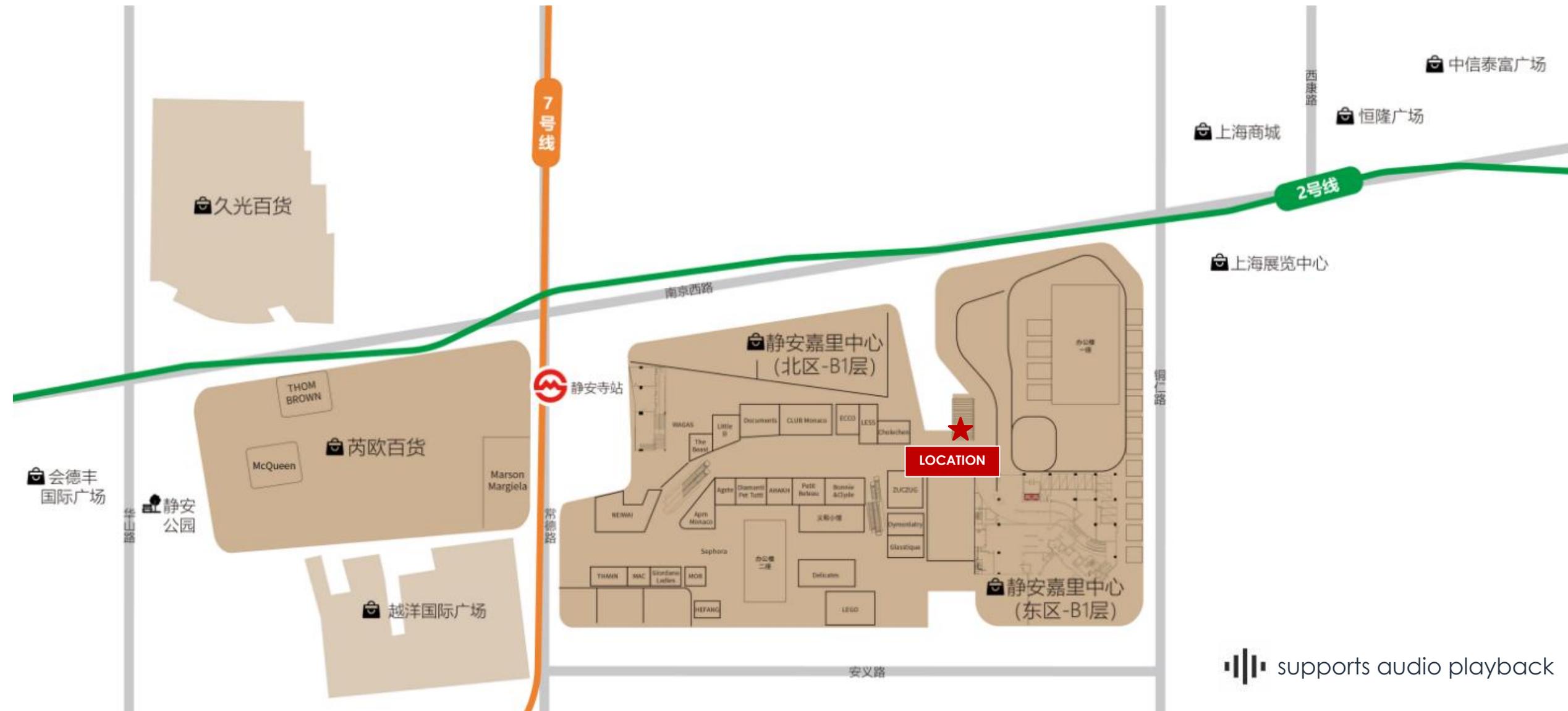
Shanghai Jing'an Twin Stars | JAKC 3D Mega LED

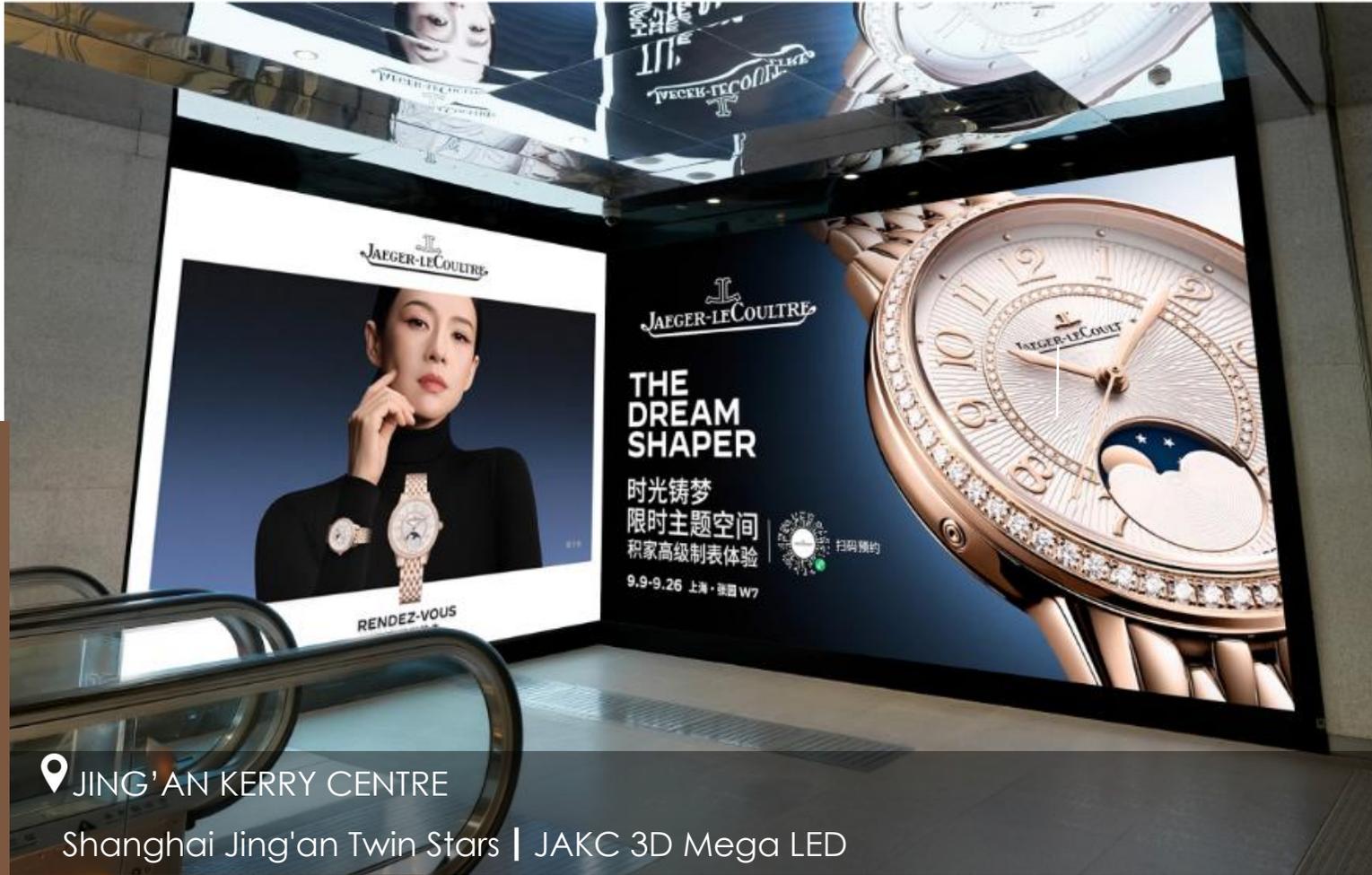


HD 3D Corner Screen

Connecting top-tier commercial complexes including Jing'an Kerry Center, Réel Department Store, Jiu Guang Department Store, Wheelock Square and CP Jing'an.

Building the Golden Artery of Jing'an's Core Commercial District.





📍 JING'AN KERRY CENTRE
 Shanghai Jing'an Twin Stars | JAKC 3D Mega LED

The pedestrian passage leading to the East District of Jing'an Kerry Center and Nanjing West Road
 It's the closest pedestrian walkway to top luxury mall Plaza 66



Location: JAKC East B1 Entrance
Media Format: P1.8 High definition LED
Media Size: 8.4m(W)*2.8m(H)=23.5m²
 (refer to MR for details)

Media Cost: 15s*240times, RMB 128,000/1 week
Display Time: 10:00-22:00
Booking Period: 1 week

Discount(%):
Discounted Media Cost (RMB):
Passenger Flow: 50,000+ /day

Instructions

1. The brand release period must not be shorter than the minimum release cycle of the media;
2. To ensure release effectiveness and visual quality, all media advertising visuals shall be produced by the designated media provider;
3. The media dimensions indicated in all rate cards are for reference only, and the final dimensions shall be based on actual release measurements;
4. For creative releases in media, an additional 15%-30% creative release surcharge shall apply, with the exact amount subject to actual confirmation;
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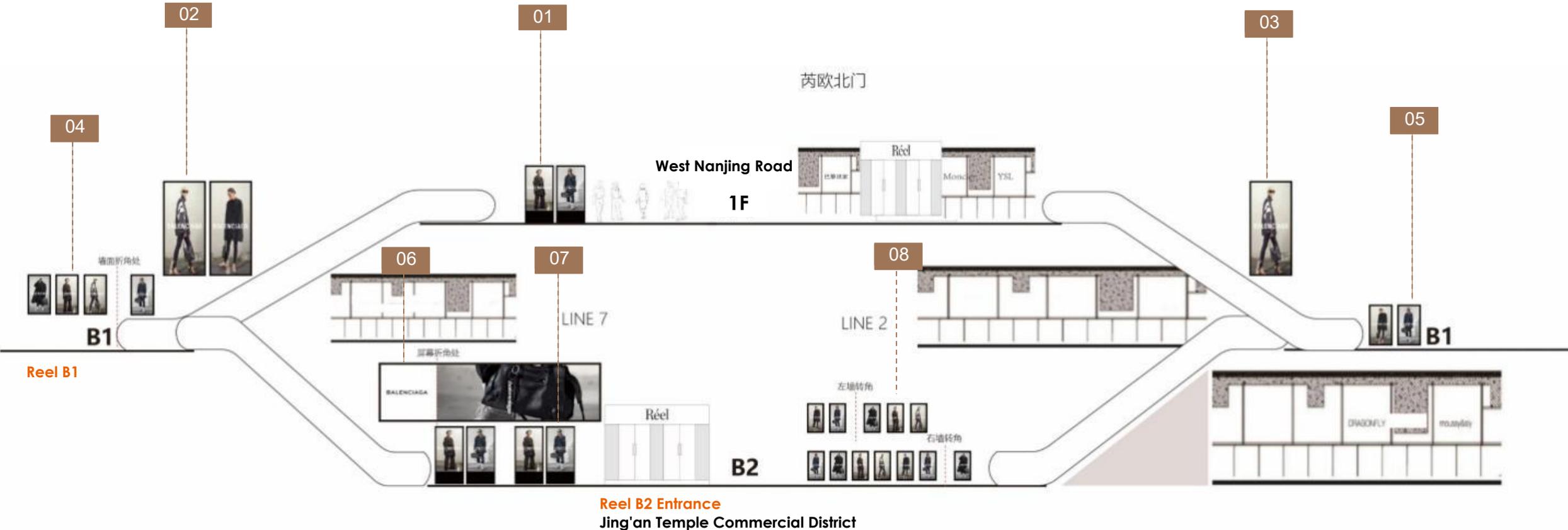
Create a comprehensive media matrix for the high-end commercial ecosystem in Jing'an

Connecting premium landmarks such as Jing'an Kerry Centre, Réel Department Store, Jiuguang Department Store, Wheelock Square, and CP Jing'an



Domino effect with 28 different media structures

Covering 2 different routines, full scene experience in 30 mins





28-Unit All-Region Media Matrix Screen

—Jing'an Temple Metro Station Exit 4/10 provides direct access, with multi-dimensional, multi-flow immersive engagement with premium consumers.

 supports audio playback



📍 RÉEL
Shanghai Jing'an Twin Stars | Reel Full Scene Media

Connecting **Exits 4 and 10** of Jing'an Temple Station
Direct access to Réel Department Store / Park Place
28-Screen Matrix Creating an Immersive Brand Space



Location: Reel 1F-B1-B2

Media Format: P2.5 LED*1, 98inch LCD*6, 65inch LCD*18, Stair-top LED*3

Media Size : (refer to MR for details)

Passenger Flow : 500,000+ /day

Time: 8:00-23:00

Booking Period: 1 week

Media Cost: 15s*240times RMB 580,000/1 week;
1 hour(60mins)/day RMB 868,000/1 week

Discount(%) :

Discounted Media Cost (RMB) :

Notes:

Instructions

1. The brand release period must not be shorter than the minimum release cycle of the media;
2. To ensure release effectiveness and visual quality, all media advertising visuals shall be produced by the designated media provider;
3. The media dimensions indicated in all rate cards are for reference only, and the final dimensions shall be based on actual release measurements;
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EAST NANJING ROAD CBD

THE CITY CENTER OF SHANGHAI

Heart of the Shanghai Metroplex

Home to the world-famous East Nanjing Road Pedestrian Street
Connecting People's Square and the Bund, with transfers to Metro Lines 1/2/8/10
Shanghai's city card, ranked NO.1 in the national pedestrian street

Massive Passenger flow, thriving tourist-driven economy

The daily average passenger volume typically exceeds 600,000, with peak holiday periods potentially surpassing 1 million
East Nanjing Road Pedestrian Street receives over 200 million visitors annually
With over 4,600 brands and annual sales exceeding 10 billion yuan

The Rise of Trend Economy, Young Power MAX

Successfully transforming into the core hub of trend culture and the ACGN economy
International fashion brands are flocking to the event, including POP MART, Nike Shanghai 001, and M&M's World
Young consumers aged 25-34 account for a significant 40.76% of the total market share

EAST NANJING ROAD BUSINESS DISTRICT



Gateway Media Matrix of
「China's First Commercial Street」



📍 PEOPLE'S SQUARE

Shanghai | People's Square Brand Sunken Passage

Exits 6/7/8/19 of People's Square Metro Station

The only essential pedestrian thoroughfare between West Nanjing Road and East Nanjing Road Integrating underground pedestrian flow, consumer tourism flow, and main subway access points

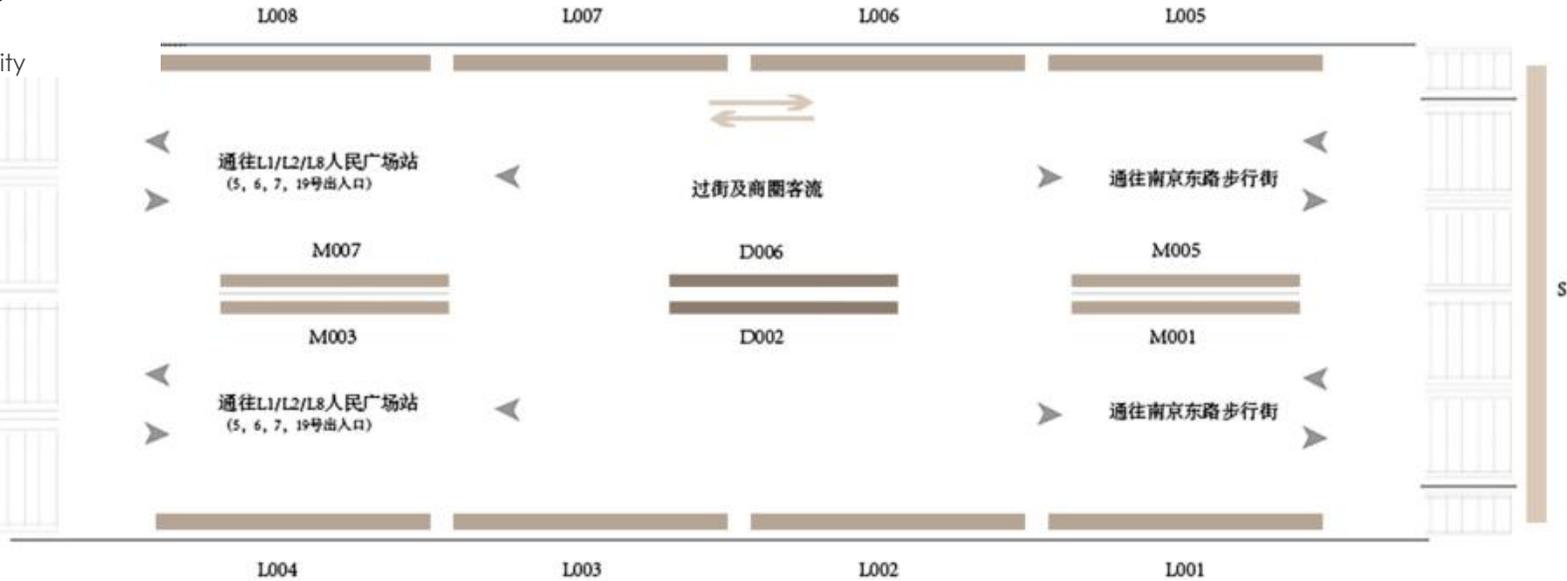


To New World City



To the First Department Store

点位俯视图



To Nanjing East Road Pedestrian Street - Bailian Shimao Plaza



To Raffles City Square

People's Square Station sunken plaza

S2

S1



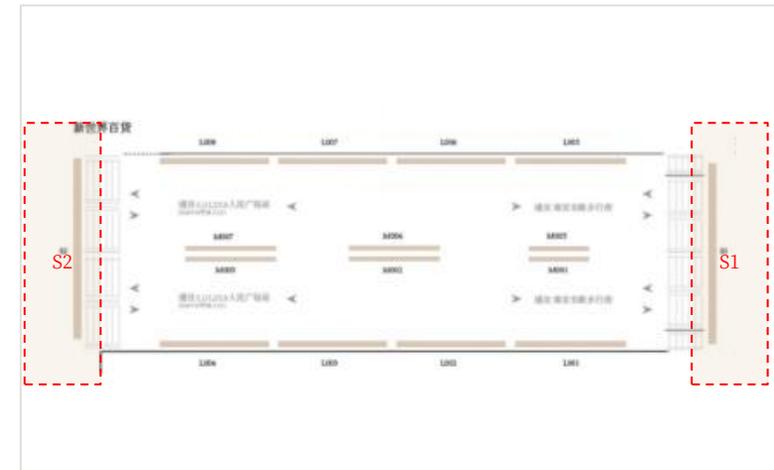
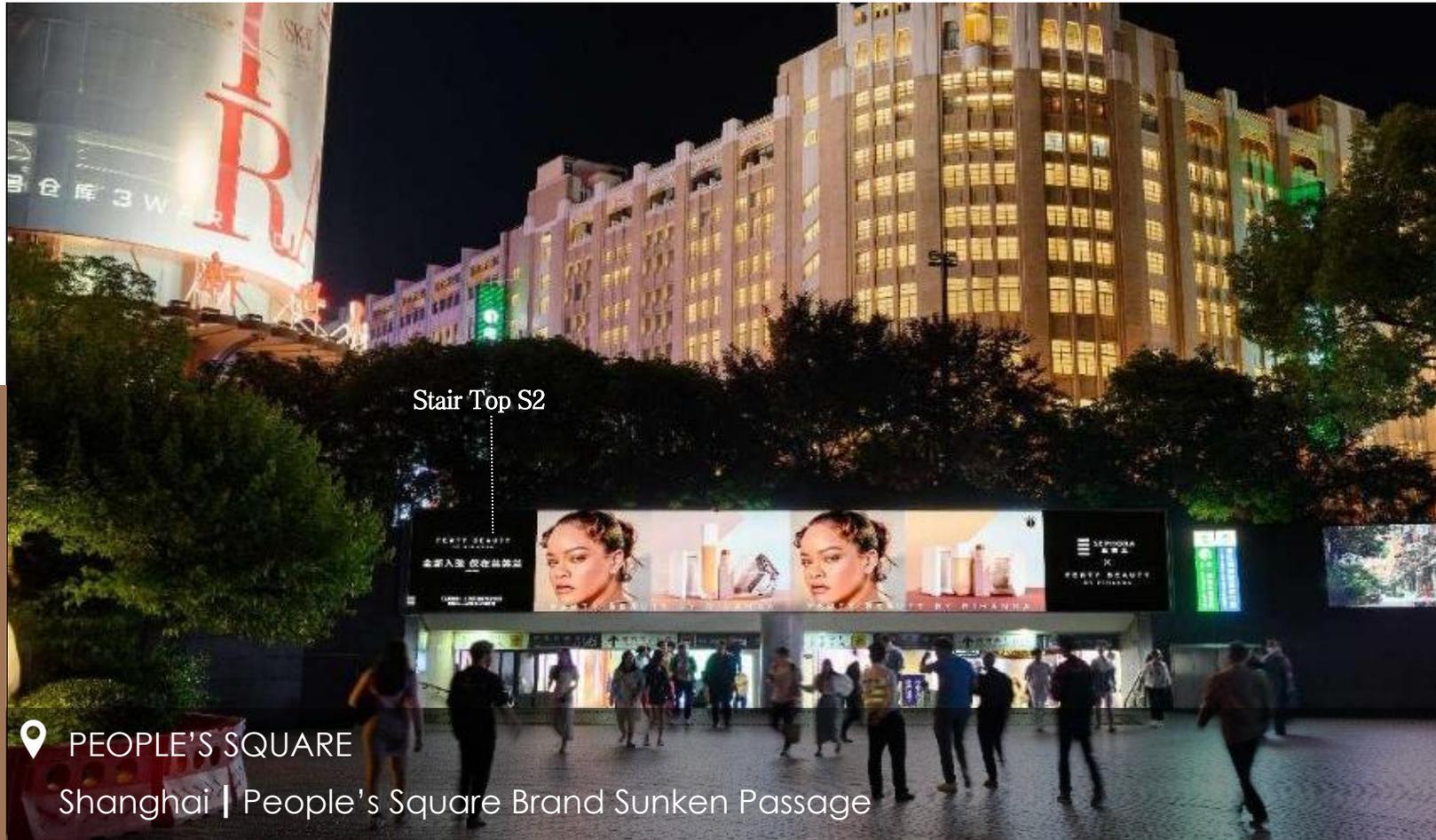
L1/2/8
People's Square Station Exit 19

- Mega Lightbod
- LED
- Stair-top Lightbox



City-Core Comprehensive Media Matrix

—LED display panels and super lightboxes span the entire sunken passage, making it the nation's most popular tourist attraction



Stair-top Lightbox S1/S2

Location : People's Square Sunken Passage

Media Format: Stair-top mega lightbox

Media Size : 15.8M*2.4M, total area≈38m² (refer to MR for details)

Passenger Flow : 800,000+ /day

Media Cost : RMB 980,000/4 weeks

Production: RMB 12,000/time

Booking Period: 4 weeks

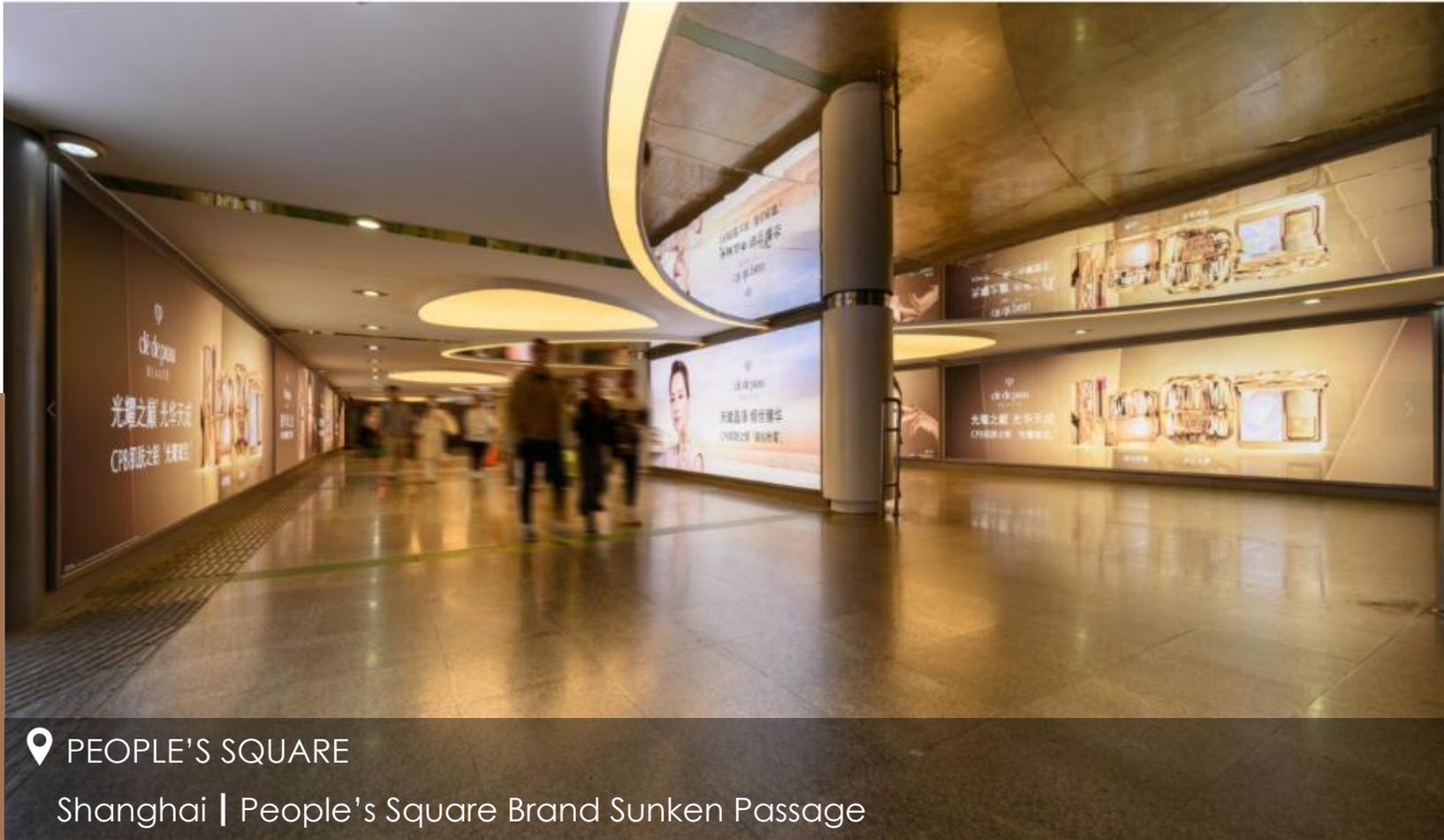
Discount (%) :

Discounted Media Cost (RMB) :

Notes: Display Time 8:00-23:00

Instructions

1. The brand release period must not be shorter than the minimum release cycle of the media;
2. To ensure release effectiveness and visual quality, all media advertising visuals shall be produced by the designated media provider;
3. The media dimensions indicated in all rate cards are for reference only, and the final dimensions shall be based on actual release measurements;
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PEOPLE'S SQUARE
Shanghai | People's Square Brand Sunken Passage

The full-channel bidirectional system covers all passenger flows from People's Square Metro Station to the pedestrian street.



The Full Gallery

Location : People's Square Sunken Passage

Media Format: 1Mega lightbox *12, P2.5 high definition LED*2

Media Size : total area≈210m² (refer to MR for details)

Passenger Flow : 800,000+ /day

Media Cost : RMB 4,280,000/4 weeks/ set

Production: RMB 68,000/time

Booking Period: 4 weeks

Discount (%) :

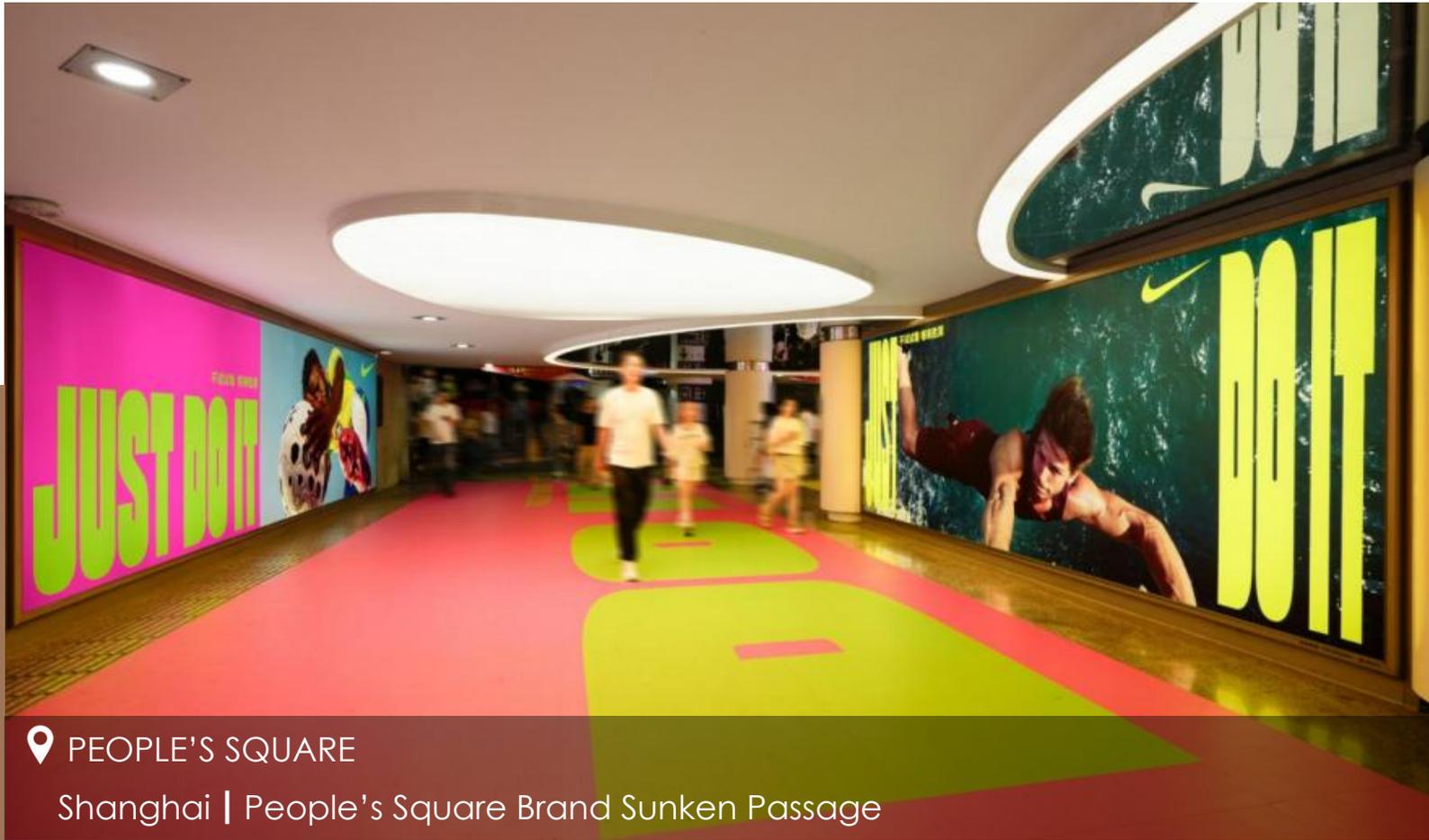
Discounted Media Cost (RMB) :

Notes: lightbox 24-hour lighting

LED 6:00-23:00

Instructions

1. The brand release period must not be shorter than the minimum release cycle of the media;
2. To ensure release effectiveness and visual quality, all media advertising visuals shall be produced by the designated media provider;
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4. For creative releases in media, an additional 15%-30% creative release surcharge shall apply, with the exact amount subject to actual confirmation;
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📍 PEOPLE'S SQUARE
Shanghai | People's Square Brand Sunken Passage

South/North Gallery

Location: People's Square Sunken Passage

Media Format: Mega lightbox *6, P2.5 high definition LED*1

Media Size: : 8.0M*2.2M*4+3.9M* 2.2M,6.0M* 2.2M,5.9M* 2.2M,

TTL≈105m²(refer to MR for details)

Passenger Flow : 800,000+ /day

Media Cost : RMB 2,480,000/4 weeks /set

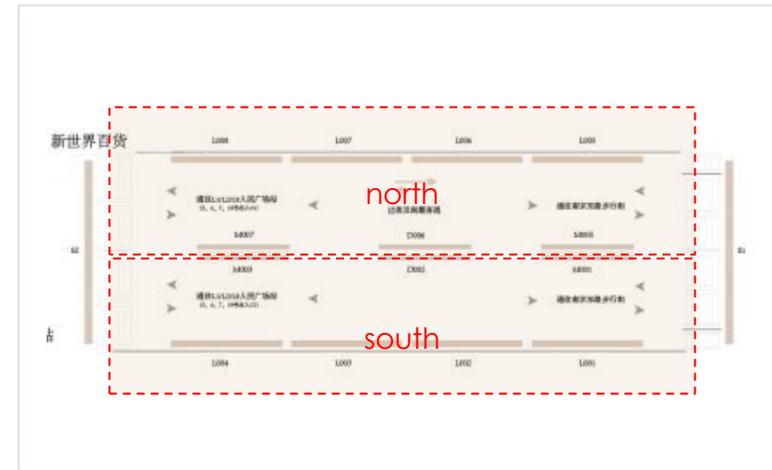
Production: RMB 34,000/time

Booking Period: 4 weeks

Discount (%) :

Discounted Media Cost (RMB) :

LED 6:00-23:00

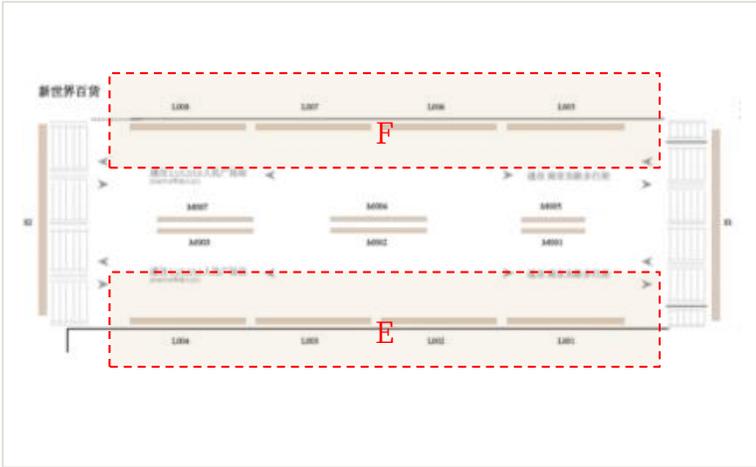


Instructions

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2. To ensure release effectiveness and visual quality, all media advertising visuals shall be produced by the designated media provider;
3. The media dimensions indicated in all rate cards are for reference only, and the final dimensions shall be based on actual release measurements;
4. For creative releases in media, an additional 15%-30% creative release surcharge shall apply, with the exact amount subject to actual confirmation;
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PEOPLE'S SQUARE
 Shanghai | People's Square Brand Sunken Passage



Lightbox Gallery E & F

Location : People's Square Sunken Passage

Media Format : Mega lightbox *4

Media Size : 8.0M*2.2M*4≈70m²(refer to MR for details)

Passenger Flow : 800,000+ /day

Media Cost : RMB 1,750,000/4 weeks /set

Production: RMB 24,000/time

Booking Period: 4 weeks

Discount (%) :

Discounted Media Cost (RMB) :

Notes: 24-hour lighting

Instructions

1. The brand release period must not be shorter than the minimum release cycle of the media;
2. To ensure release effectiveness and visual quality, all media advertising visuals shall be produced by the designated media provider;
3. The media dimensions indicated in all rate cards are for reference only, and the final dimensions shall be based on actual release measurements;
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PEOPLE'S SQUARE
Shanghai | People's Square Brand Sunken Passage

Lightbox Gallery G&H

Location : People's Square Sunken Passage
Media Format: Mega lightbox *2, P2.5 high definition LED*1
Media Size: : 3.9M* 2.2M,6.0M* 2.2M,5.9M* 2.2M, TTL≈35m²
 (refer to MR for details)
Passenger Flow : 800,000+ /day

Media Cost : RMB 1,180,000/4 weeks /set
Production: RMB 10,000/time
Booking Period: 4 weeks

Discount (%) :
Discounted Media Cost (RMB) :
Notes: lightbox 24-hour lighting
 LED 6:00-23:00



Instructions

1. The brand release period must not be shorter than the minimum release cycle of the media;
2. To ensure release effectiveness and visual quality, all media advertising visuals shall be produced by the designated media provider;
3. The media dimensions indicated in all rate cards are for reference only, and the final dimensions shall be based on actual release measurements;
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「Eye of The Bund」 City-Scale Mixed-Use Commercial Space for Viewing and Socializin——NEW ONE

Located on Nanjing Road Pedestrian Street and adjacent to the Bund, the site attracted over 17 million visitors in 2024.

It features a curated selection of 384+ luxury boutiques and international top-tier brands, blending diverse commercial formats with a thriving night economy to redefine the pedestrian street's nightlife experience.

NEW ONE

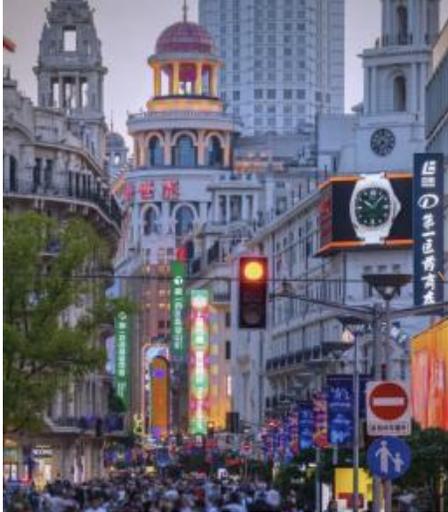
Shanghai | New-One | 「The Bund Star」 Super Lightbox



*效果图示意

Situated on the upper façade of the southeast entrance of New World Daimaru, a high-end department store in the pedestrian precinct, overlooking the pedestrian street area

At the eastern starting point of East Nanjing Road Pedestrian Street, radiating to five-star hotels including the Fairmont Peace Hotel and The Shanghai EDITION, attracting tens of thousands of tourists visiting the Bund, leisure shoppers, and nearby office professionals



East Nanjing Road Pedestrian Street



Hongyi International Plaza



NEW ONE



The Bund



Aerial Media: The Ultimate Luxury Shopping Destination in Dongdong

—Located at the eastern terminus of Nanjing East Road Pedestrian Street, this area experiences heavy foot traffic, serving all visitors, shoppers, leisure-goers, and nearby office workers.



NEW ONE
Shanghai | New-One 「The Bund Star」 Super Lightbox

Facing East Nanjing Road Pedestrian Street, this location attracts **millions of visitors**. Situated at **the southeast entrance** of New One Center, it serves as a hub for **high-end office** complexes including Hongyi Plaza and Henderson Metropolitan.



Location : Shanghai, East Nanjing Road, Mid-Jiangxi Road, the exterior wall of the shopping mall

Media Format: Super Light Box *1

Media Size : 17.86m*11.52m, TTL≈ 206 m². (refer to MR for details)

Media Cost: RMB 680,000 yuan/2 weeks

Display Time: TBC

Production: RMB 73,500yuan/time

Discount (%) :

Passenger Flow : 500,000/day

Notes :

Instructions

1. The brand release period must not be shorter than the minimum release cycle of the media;
2. To ensure release effectiveness and visual quality, all media advertising visuals shall be produced by the designated media provider;
3. The media dimensions indicated in all rate cards are for reference only, and the final dimensions shall be based on actual release measurements;
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📍 EAST-NANJING ROAD-HONGYI

Shanghai | East NJ Rd-Hongyi Super Billboard



Prime Media Facing the Bund

The giant exterior advertisement of Hongyi Plaza, located adjacent to NEW ONE Department Store, is situated in the bustling East Nanjing RD-The Bund business district.

Boasting the prime location on Mid-He Nan RD, it covers high-end department stores, trendy gathering spots, and the bustling Bund tourist area.

The intersection of Mid-He Nan RD and Jiujiang Road in the city center serves as a major traffic hub, forming a key access route for parking lots at nearby shopping malls and hotels.



Bailian ZX Funfield



NEW ONE



POP MART Global Flagship Store



📍 EAST-NANJING ROAD

Shanghai | East NJ RD-Hongyi Super Billboard

Covering all traffic on Mid-Henan RD/Jiujiang Road, Giant supersized light box, unobstructed view from 300m away

Prime media location on Nanjing Road Pedestrian Street



Location : Mid Henan Rd./ Jiujiang Rd., Hongyi Plaza

Media Format : Mega lightbox

Media Size : After renovation total area≈128m²
(refer to MR for details)

Media Cost: RMB 580,000/2 weeks

Display Time: 17:00—22:00

Production : RMB 70,000/time

Discount (%) :

Passenger Flow: 500,000/day

Notes:

Instructions

1. The brand release period must not be shorter than the minimum release cycle of the media;
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3. The media dimensions indicated in all rate cards are for reference only, and the final dimensions shall be based on actual release measurements;
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QIANTAN CBD

SHANGHAI'S PINNACLE OF PRESTIGE & PROSPERITY

Shanghai's Rising Peak of Wealth

It has approximately 250 enterprises to settle in, including 240+ foreign enterprises
Qian Tan has introduced 250+ stores, with over 50 being first-store brands in Pudong
The business district includes high-worth international families and nearly 70,000 white-collar professionals

Prominent location with excellent transport links

A trillion-yuan high-quality key development area in Pudong
Together with Lujiazui Financial City and Zhangjiang Science City, they form a financial-technology-innovation-business "golden triangle"
The three metro lines of Line 6/8/11 intersect at this location.

International Culture and Healthy Lifestyle Attracting a Large Number of High Net Worth Individuals

Oriental Sports Center and Qiantan 31 Performing Arts Center attract millions of art and sports fans
The policy advantages of Lujiazui 2.0 have attracted approximately 4.45 million visitors
The high-net-worth and high-spending customer group exceeded 320,000 visits

QIANTAN BUSINESS DISTRICT



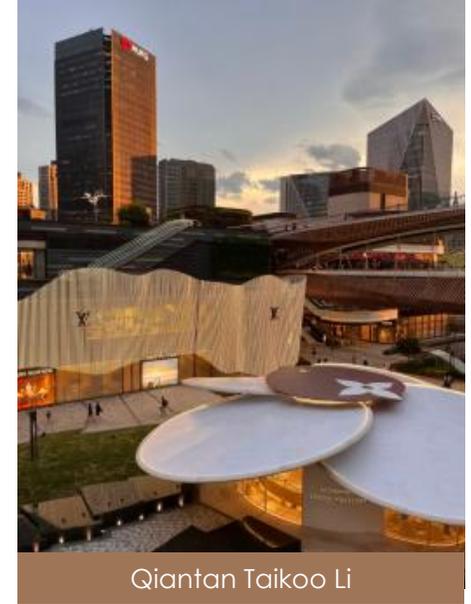
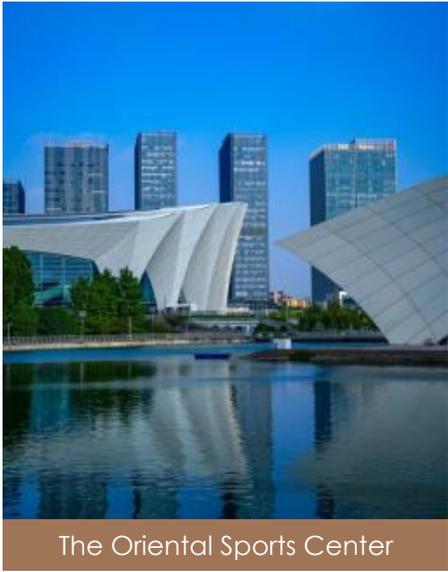
📍 QIANTAN TAIKOO LI

Shanghai | Qiantan Taikoo Li Super Lightbox



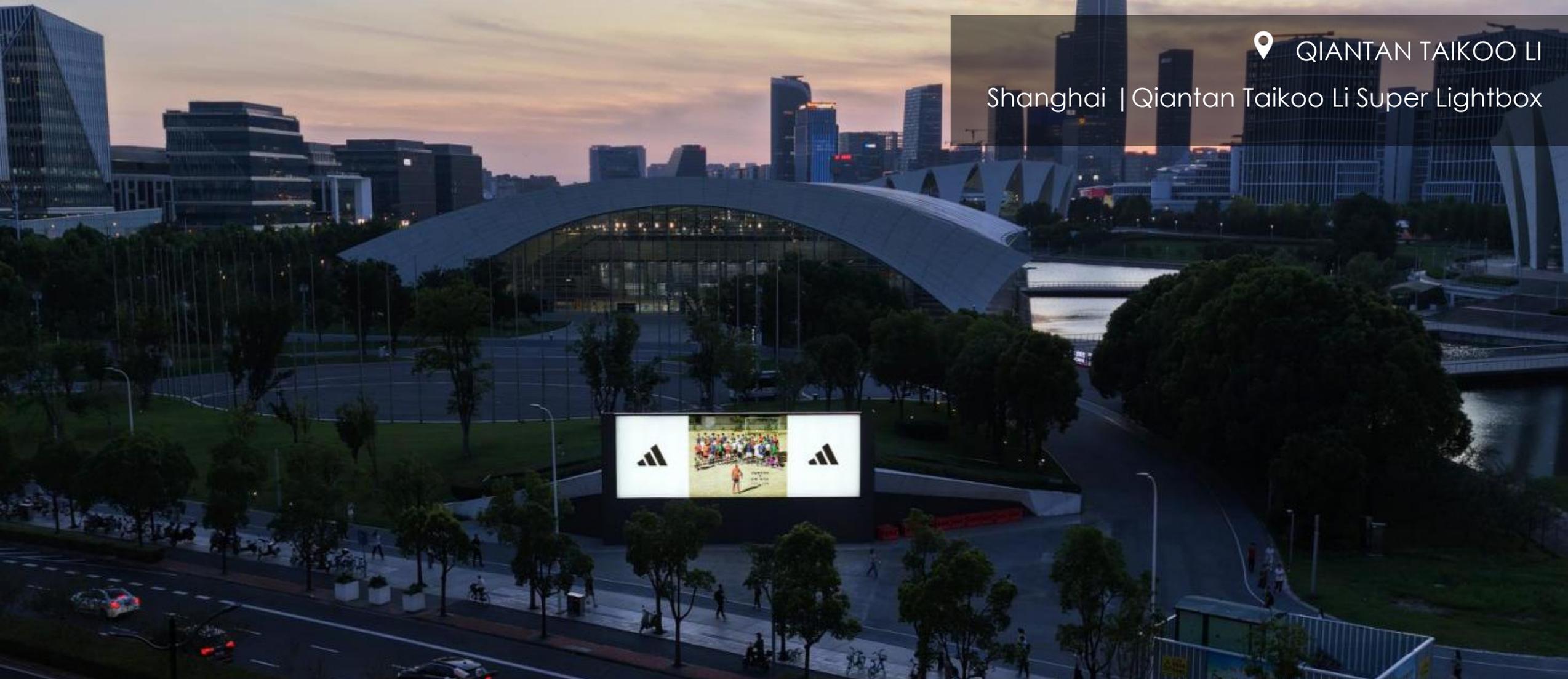
The super lightbox at the cultural, sports, and commercial hub of Qiantan business district

Backed by the Oriental Sports Center, it faces the largest commercial complex in the Qiantan business district – Qiantan Taikoo Li
Front Beach's Core 「Golden Brand」 – A prime location attracting high net worth individuals and vehicle traffic
Intersection of metro lines 6/ 8/ 11.



📍 QIANTAN TAIKOO LI

Shanghai | Qiantan Taikoo Li Super Lightbox



The top-tier cultural, sports, and media industry in Shanghai

—Backed by the Oriental Sports Center, the giant lightbox faces West Yangsi Road and Qiantan Taikoo Li. Illuminating the vision of the new urban elite.



📍 QIANTAN TAIKOO LI
Shanghai | Qiantan Taikoo Li Super Lightbox

Backed by the Oriental Sports Center with unobstructed panoramic views
Faces Qiantan Taikoo Li directly, attracting high-end consumers from the surrounding area
Intersection of metro lines 6/ 8/ 11



Location : Shanghai Oriental Sports Center Yangsi West Road/Dongyu Road
Media Format: Super Lightbox
Media Size: 17.9m*5.6m, TTL 100.2 m² (refer to MR for details)
Passenger Flow : 600,000+/day

Media Cost : RMB 1,280,000/2 weeks
Production : RMB 50,000/time
Display Time : 17:30-22:30
Booking Period: 2 weeks

Discount(%) :
Discounted Media Cost (RMB) :
Notes:

Instructions

1. The brand release period must not be shorter than the minimum release cycle of the media;
2. To ensure release effectiveness and visual quality, all media advertising visuals shall be produced by the designated media provider;
3. The media dimensions indicated in all rate cards are for reference only, and the final dimensions shall be based on actual release measurements;
4. For creative releases in media, an additional 15%-30% creative release surcharge shall apply, with the exact amount subject to actual confirmation;
5. This rate card pricing shall take effect from [Month] [Day], 2025. If adjustments are made to media sales formats, media rate cards, or media information during the implementation period, no further notice will be given, and the latest announcement or official quotation shall prevail.

Hangzhou High-end Business District Media



West Lake Hubin

Art Landscape Matrix Media Set Hubin Kerry Center Mega LED IN 77 GBV Outer Wall LED

Qianjiang New CBD

The MIXC Lightbox Matrix

Jiangjin Road Brand Focus Light Box

Wulin Square

Wulin Square Super Billborad

HUBIN ROAD CBD

GATEWAY COMMERCIAL HUB OF WORLD SCENIC AREA

World-class scenic spots empower strong commercial capabilities

The annual turnover of Hubin Business District will exceed 15 billion yuan in 2025. Hosting over 2,000 commercial establishments, it attracts more than 50 million visitors annually. Surrounded by commercial complexes including IN77 and Kerry Centre.

Exceptional capability in converting tourist spending

No regional diversion routes exist, with commercial areas functioning as transit corridors and media outlets strategically positioned along passenger flow routes. During the 2025 May Day holiday, the precinct recorded RMB 214 million in consumer spending across 803,400 transactions.

The Integration of "First Issue Economy" and "Technology + Culture"

Over 100 cultural and tourism events were held throughout the year, attracting more than 10 million offline participants. Pop-up events like the 'Xi Zi Magic Box', MINISO LAND's first store in Hangzhou, and Blizzard's debut in the city sparked a trend, drawing over 5 million visitors.

HUBIN ROAD BUSINESS DISTRICT



3 Golden spots cover the fashion, consumption and tourism groups

Adjacent to the West Lake pedestrian street, IN77 and the music fountain



Hubin Kerry Center Mega LED



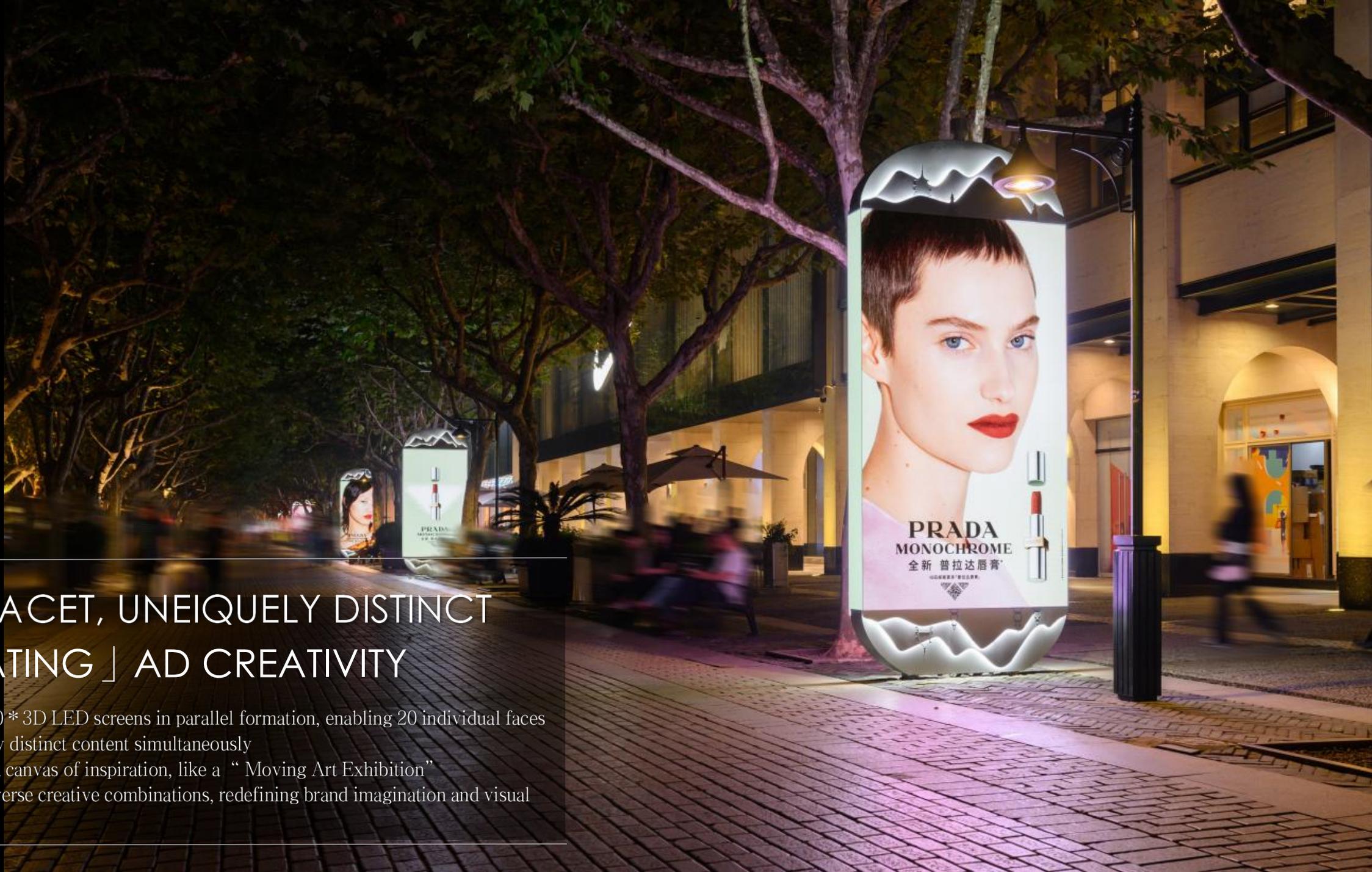
Art Landscape Matrix Media Set



IN77GBV outer wall LED

World's first outdoor
sculpture matrix screen





EVERY FACET, UNEIQUELY DISTINCT 「ELEVATING」AD CREATIVITY

- A matrix of 10 * 3D LED screens in parallel formation, enabling 20 individual faces to each display distinct content simultaneously
- Each facet is a canvas of inspiration, like a “ Moving Art Exhibition ”
- Expanding diverse creative combinations, redefining brand imagination and visual creativity



HUBIN ROAD

Hangzhou | Art Landscape Matrix Media Set



World's first 5A-level scenic area outdoor media matrix

—The art sculpture design incorporates 10 three-dimensional LED arrays, seamlessly connecting the most vibrant area along West Lake's shoreline.

 supports audio playback



HUBIN ROAD

Hangzhou | Art Landscape Matrix Media Set

The West Lake attracts tens of millions of visitors annually. Its pioneering outdoor design features a P1.8 HD LED Lake-view integrated design, exuding a high-end artistic ambiance



Location: Hubin Yintai pedestrian street
Media Format : P1.8 LED 4-Surface-round Furniture*10
Media Size: [(3.3m*1.92m)+(3.3m*0.275m)]*2*10,
 TTL144.88m² (refer to MR for details)
Passenger Flow : 400,000+/day

Media Cost: 15s*60times/day , RMB 360,000/week
 1 hour(60mins)/day, RMB 360,000/hour
Display Time: 9:00-23:00
Booking Period : 1 week or 1 hour

Discount(%) :
Discounted Media Cost (RMB):
Notes:

- Instructions
1. The brand release period must not be shorter than the minimum release cycle of the media;
 2. To ensure release effectiveness and visual quality, all media advertising visuals shall be produced by the designated media provider;
 3. The media dimensions indicated in all rate cards are for reference only, and the final dimensions shall be based on actual release measurements;
 4. For creative releases in media, an additional 15%-30% creative release surcharge shall apply, with the exact amount subject to actual confirmation;
 5. This rate card pricing shall take effect from [Month] [Day], 2025. If adjustments are made to media sales formats, media rate cards, or media information during the implementation period, no further notice will be given, and the latest announcement or official quotation shall prevail.

📍 HUBIN KERRY CENTER

Hangzhou | Hubin Kerry Center Mega LED



405m² Giant LED Screen in the
Hubin Business District

📍 HUBIN KERRY CENTER

Hangzhou | Hubin Kerry Center Mega LED



Visual High Point of the West Lake Radiation Circle

—Aerial view of Hangzhou Kerry Center, offering a unique high-end perspective of the West Lake business district



HUBIN KERRY CENTER
Hangzhou | Hubin Kerry Center Mega LED

The top floor of Yan 'an Road Atour X Hotel offers unobstructed views radiating to Hangzhou Kerry Center and covering the pedestrian and vehicular flows along Qingchun Road and Yan' an Road.



Location : Hubin Qingchun Road/Dongpo Road

Media Format: P10 high definition LED

Media Size : 37.64m*10.76m, 405m²

(refer to MR for details)

Passenger Flow : 600,000/day

Media Cost : 15s*60 times/day , RMB 280,000/week

Display Time: 09:00-22:00

Booking Period: 1 week

Discount (%) :

Discounted Media Cost (RMB) :

Notes:

Instructions

1. The brand release period must not be shorter than the minimum release cycle of the media;
2. To ensure release effectiveness and visual quality, all media advertising visuals shall be produced by the designated media provider;
3. The media dimensions indicated in all rate cards are for reference only, and the final dimensions shall be based on actual release measurements;
4. For creative releases in media, an additional 15%-30% creative release surcharge shall apply, with the exact amount subject to actual confirmation;
5. This rate card pricing shall take effect from [Month] [Day], 2025. If adjustments are made to media sales formats, media rate cards, or media information during the implementation period, no further notice will be given, and the latest announcement or official quotation shall prevail.

📍 HUBIN IN77

Hangzhou | GBV outer wall LED



Hangzhou Landmark Fashion

Trend HD LED Screen

📍 HUBIN IN77

Hangzhou | GBV outer wall LED



The Lakefront IN77 Trendy Luxury Grand Screen

—a media hub located in Tower C's trendy brand district, directly facing Yan' an Road's main entrance golden traffic flow, precisely targeting young high-end luxury customers.

RATE CARD



HUBIN IN77

Hangzhou | GBV outer wall LED

Just a 200M walk from West Lake Scenic Area, this location in IN77 C District offers a vibrant mix of leisure, entertainment, and shopping options.



Location : Hubin in77 GBV

Media Format: P8 high definitionLED

Media Size : 18.43m*7.17m, 132.1m²

(refer to MR for details)

Passenger Flow : 800,000/day

Media Cost : 15s*60times/day , RMB 180,000/week

Display Time: 09:00-22:00

Booking Period: 1 week

Discount (%) :

Discounted Media Cost (RMB) :

Notes:

Instructions

1. The brand release period must not be shorter than the minimum release cycle of the media;
2. To ensure release effectiveness and visual quality, all media advertising visuals shall be produced by the designated media provider;
3. The media dimensions indicated in all rate cards are for reference only, and the final dimensions shall be based on actual release measurements;
4. For creative releases in media, an additional 15%-30% creative release surcharge shall apply, with the exact amount subject to actual confirmation;
5. This rate card pricing shall take effect from [Month] [Day], 2025. If adjustments are made to media sales formats, media rate cards, or media information during the implementation period, no further notice will be given, and the latest announcement or official quotation shall prevail.

QIANJIANG NEW CITY CBD

HANGZHOU'S NEW FINANCIAL CENTER

Hangzhou Financial Center, New Peak of Consumption

Home to 8,000+ enterprises, including 600 financial institutions
Financial and Business District of Central Cities in the Hangzhou Bay Area, Yangtze River Delta.
The annual consumption exceeding 30 billion yuan

New Peak in wealth

Hangzhou MIXC, with annual sales of approximately 13 billion yuan, has become a new benchmark for luxury retail in Hangzhou
Featuring over 200 premium luxury brands and nearly 100 trendsetting flagship stores throughout the year.

The Rising Young Consumer Force

The customer base includes young groups such as internet elites, internet celebrities, and the second generation of the wealthy.
The average spending per luxury item reaches 30,928 yuan, ranking first in the country. It also radiates to the fastest-growing high-tech industrial parks, such as Qiantang Smart City.

QIANJIANG NEW CITY BUSINESS DISTRICT



📍 THE MIXC HANGZHOU

Hangzhou | The MIXC Super Lightbox Matrix



City-Level Ultra-Long Row

Lamp Box Cluster

Qianjiang New City, the heartland of the area, radiates 360° to the surrounding areas

Located in the 'golden core' between Hangzhou's two landmarks—Hangzhou Raffles and MIXC

it is situated above the Jiangjin Road Station of Metro Line 4, catering to high-end shopping and leisure entertainment





Qianjiang New City Creative Luxury Media Matrix

—Super Long Row Light Box Cluster Empowers Luxury Brands to Create Creative Advertising Group with Great Memory Point



THE MIXC HANGZHOU
Hangzhou | Super Lightbox Matrix A (Minxin RD and Jiangjin RD)

Just one street away from Hangzhou MixC
It radiates to the whole MIXC Phase I and Phase II
Covering the "Golden Street" of Minxin Road-Jiangjin Road.



Location : Minxin RD and Jiangjin RD, near The MIXC
Media Format: Super Lightbox Matrix
Media Size : 21.6m*6.5m*7 pcs, TTL 983m²
(refer to MR for details)
Passenger Flow : 600,000+/day

Media Cost : RMB 1,500,000/2 weeks
Production: RMB 215,600/time
Display Time: 16:00-22:30
Booking Period: 2 weeks

Discount(%) :
Discounted Media Cost (RMB) :
Notes:

Instructions

1. The brand release period must not be shorter than the minimum release cycle of the media;
2. To ensure release effectiveness and visual quality, all media advertising visuals shall be produced by the designated media provider;
3. The media dimensions indicated in all rate cards are for reference only, and the final dimensions shall be based on actual release measurements;
4. For creative releases in media, an additional 15%-30% creative release surcharge shall apply, with the exact amount subject to actual confirmation;
5. This rate card pricing shall take effect from [Month] [Day], 2025. If adjustments are made to media sales formats, media rate cards, or media information during the implementation period, no further notice will be given, and the latest announcement or official quotation shall prevail.



THE MIXC HANGZHOU
 Hangzhou | Super Lightbox Matrix B (Jiangjin RD and Fuchun RD)

The Metro Line 4 overpass on Jiangjin Road
 Near the southeast entrance of Hangzhou MIXC
 Provides full coverage for pedestrian and vehicular
 traffic in the MIXC area



Location : Jiangjin RD and Fuchun RD, near The MIXC
Media Format: Super Lightbox Matrix
Media Size : 21.6m*6.5m*5 pcs, TTL 702m²
 (refer to MR for details)
Passenger Flow : 600,000+/day

Media Cost : RMB 1,280,000/2 weeks
Production : RMB 154,000/time
Display Time: 16:00-22:30
Booking Period : 2 weeks

Discount(%) :
Discounted Media Cost (RMB) :
Notes:

Instructions

1. The brand release period must not be shorter than the minimum release cycle of the media;
2. To ensure release effectiveness and visual quality, all media advertising visuals shall be produced by the designated media provider;
3. The media dimensions indicated in all rate cards are for reference only, and the final dimensions shall be based on actual release measurements;
4. For creative releases in media, an additional 15%-30% creative release surcharge shall apply, with the exact amount subject to actual confirmation;
5. This rate card pricing shall take effect from [Month] [Day], 2025. If adjustments are made to media sales formats, media rate cards, or media information during the implementation period, no further notice will be given, and the latest announcement or official quotation shall prevail.



THE MIXC HANGZHOU
 HANGZHOU | Super Lightbox Matrix C (Fuchun RD and Dangui RD)

Location: Fuchun RD and Dangui RD, near Raffles City and Ping An Finance Center

Media Format : Super Lightbox Matrix

Media Size : 23.8m*6.5m*1 pcs, 21.6m*6.5m*5 pcs, TTL 857m²
 (refer to MR for details)

Passenger Flow : 500,000/day

Media Cost : RMB 1,280,000/2 weeks

Production: RMB 187,940/time

Display Time: 16:00-22:30

Booking Period : 2 weeks

Discount(%) :

Discounted Media Cost (RMB) :

Notes:

Located above Jiangjin Road Station on Metro Line 4,
 directly accessible via Exit C
 Adjacent to Raffles City office tower and Conrad Hotel



Instructions

1. The brand release period must not be shorter than the minimum release cycle of the media;
2. To ensure release effectiveness and visual quality, all media advertising visuals shall be produced by the designated media provider;
3. The media dimensions indicated in all rate cards are for reference only, and the final dimensions shall be based on actual release measurements;
4. For creative releases in media, an additional 15%-30% creative release surcharge shall apply, with the exact amount subject to actual confirmation;
5. This rate card pricing shall take effect from [Month] [Day], 2025. If adjustments are made to media sales formats, media rate cards, or media information during the implementation period, no further notice will be given, and the latest announcement or official quotation shall prevail.



📍 THE MIXC HANGZHOU
HANGZHOU | Super Lightbox Matrix D (Minxin RD and Dangui RD)

Located above Jiangjin Road Station on Metro Line 4
Close to the North Gate of Raffles City
Radiating outward to the surrounding Ping An Financial Center



Location: Minxin RD and Dangui RD, near Raffles City and Ping An Finance Center

Media Format : Super Lightbox Matrix

Media Size : 23.8m*6.5m*1 pcs, 21.6m*6.5m*5 pcs, TTL 857m²

(refer to MR for details)

Passenger Flow : 500,000/day

Media Cost : RMB 1,280,000/2 weeks

Production: RMB 187,940/time(D)

Display Time: 16:00-22:30

Booking Period : 2 weeks

Discount(%) :

Discounted Media Cost (RMB) :

Notes:

Instructions

1. The brand release period must not be shorter than the minimum release cycle of the media;
2. To ensure release effectiveness and visual quality, all media advertising visuals shall be produced by the designated media provider;
3. The media dimensions indicated in all rate cards are for reference only, and the final dimensions shall be based on actual release measurements;
4. For creative releases in media, an additional 15%-30% creative release surcharge shall apply, with the exact amount subject to actual confirmation;
5. This rate card pricing shall take effect from [Month] [Day], 2025. If adjustments are made to media sales formats, media rate cards, or media information during the implementation period, no further notice will be given, and the latest announcement or official quotation shall prevail.



📍 THE MIXC HANGZHOU
HANGZHOU | Jiangjin Road Brand Focus Light Box

Location : Exit B1 of Jiangjin Road Station on Hangzhou Metro Line 4 connects to the MIXC Super Lightbox Matrix

Media Format : Super Lightbox*2

Media Size : Left 7.52m * 6m , Right 5.02m* 6m about 75.24m²

(refer to MR for details)

Passenger Flow : 300,000/day

Media Cost : RMB 480,000/4 weeks

Production : RMB 22,500

Display Time: 16:00-22:30

Booking Period: 4 weeks

Discount (%) :

Discounted Media Cost (RMB) :

Notes:

Metro Line 4, [Jiangjin Road Exit B1](#)
Draws foot traffic from the intersection of [Jiangjin Road](#) and [Fuchun Road](#)
Approximately [180m](#) from MIXC and [280m](#) from Raffles City.



Instructions

1. The brand release period must not be shorter than the minimum release cycle of the media;
2. To ensure release effectiveness and visual quality, all media advertising visuals shall be produced by the designated media provider;
3. The media dimensions indicated in all rate cards are for reference only, and the final dimensions shall be based on actual release measurements;
4. For creative releases in media, an additional 15%-30% creative release surcharge shall apply, with the exact amount subject to actual confirmation;
5. This rate card pricing shall take effect from [Month] [Day], 2025. If adjustments are made to media sales formats, media rate cards, or media information during the implementation period, no further notice will be given, and the latest announcement or official quotation shall prevail.

WULIN SQUARE CBD

THE HEART OF HANGZHOU CITY

Top Commercial Core Along the Central Axis of Hangzhou

The core of Zhejiang's top consumer district

Hangzhou Tower, annual sales of approximately 13 billion yuan in 2024

Under-construction West lake 66 Plaza to add new international appeal and consumer vitality

City Transport Hub

Located at a key transport junction in Hangzhou's central urban area, it serves as a transfer hub between Metro Lines 1 and 3.

With surface arteries North Huancheng Road and North Zhongshan Road, it draws massive flows of pedestrians and vehicles.

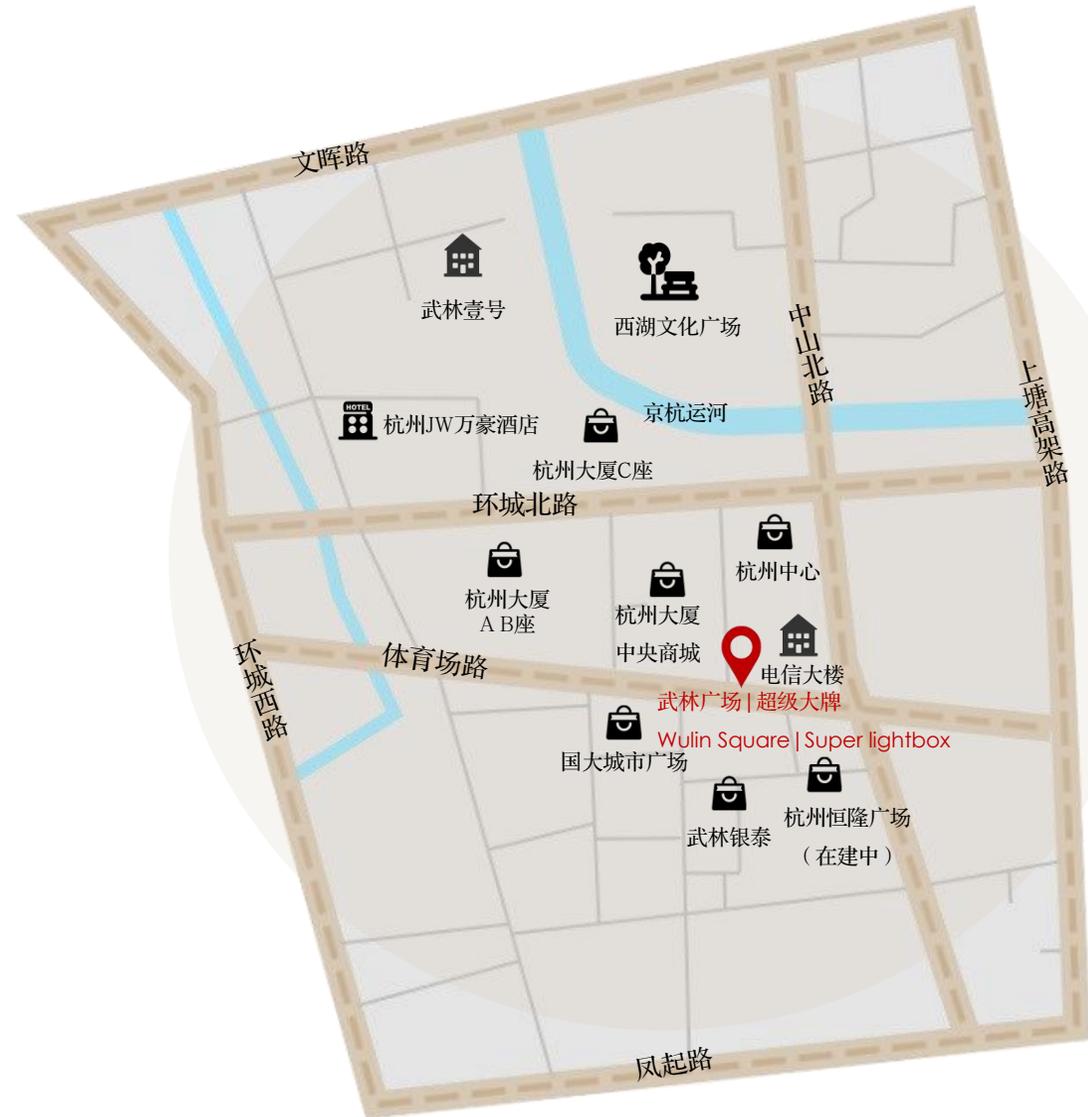
From Jan to Nov 2025, the cumulative foot traffic reached 189 million

Hangzhou's Most Vibrant Trend Hub

Focusing on four key areas: youth, night, first-store, and trend economy
Continuously attracting first stores and flagship stores to build a world-class trendy landmark shopping district

In 2024, it successfully attracted 108 first stores, ranking first in Hangzhou

WULIN SQUARE BUSINESS DISTRICT





Hangzhou's Premier
Central Media Hub



WULIN SQUARE

Hangzhou | Wulin Square Super Lightbox

Situated at the Economic Core of Hangzhou's Central Axis

—Located on the exterior of China Telecom's Hangzhou, facing the main thoroughfares of Yan'an Road and Tiyuchang Road — a rare super-sized outdoor billboard in the Wulin Square commercial district.

Radiating to top-tier commercial complexes including Hangzhou Tower, West lake 66, Wulin Intime, and Hangzhou Center.

Located above Wulin Square Station on Metro Lines 1 and 3, drawing over 100 million annual visitors.

Covering approximately 1,500m², this super-sized billboard dominates the entire Wulin Square area, serving as an unmissable visual focal point for high-end consumers and tourists.





WULIN SQUARE

Hangzhou | Wulin Square Super Lightbox

Location : at the intersection of Tiyuchang Road and East Zhanlan Road (near Hangzhou Tower and West Lake 66)

Media Format : super light*1 (three faces: A, B, and C)

Media Size : about 1,500m², A+B+C: (18.8+34.2+18.8)m(W)*20.9 m(H)
(refer to MR for details)

Passenger Flow : 700,000/day

Media Cost : RMB 2,000,000/10 days

Display Time : TBC

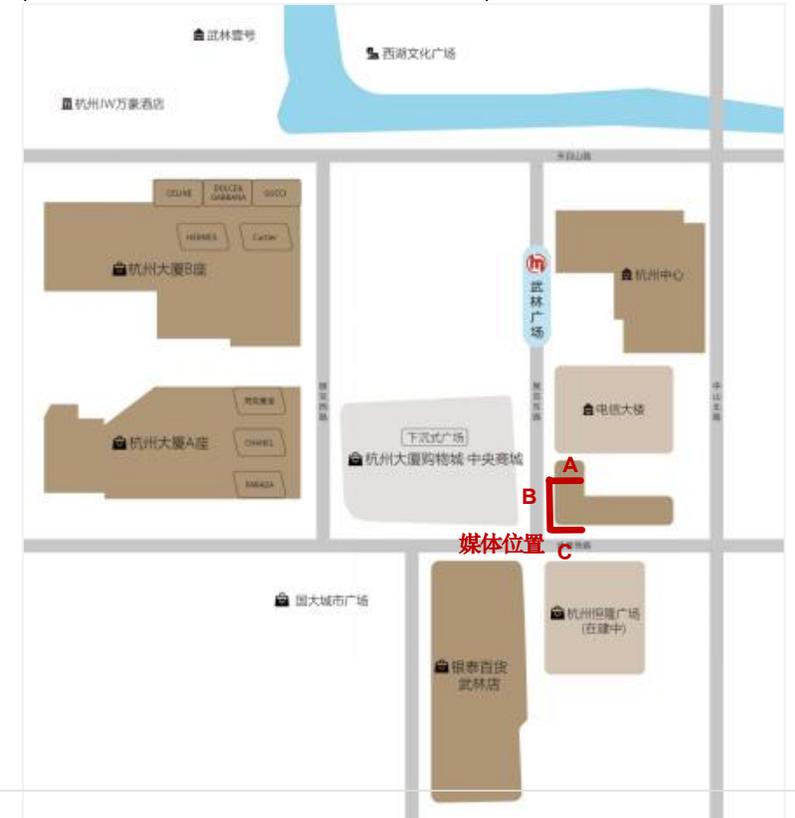
Production : RMB 300,000/times

Discount (%) :

Discounted Media Cost (RMB) :

Notes:

Positioned on the exterior facade of the China Telecom Hangzhou, with an unobstructed view
Only 250m on foot from Hangzhou Tower
Just 150m from Wulin Intime, capturing the massive flow of pedestrians and vehicles at Wulin Square



Instructions

1. If the minimum media release period is 1 week, a 15% media surcharge will be applied for short-term releases under 4 weeks; 2. All media sizes indicated in the rate card are for reference only, and the final size shall be based on actual release measurements
3. For creative releases in media, a 15%-30% media creative release surcharge will be applied, with the exact amount subject to actual confirmation
4. This rate card pricing will take effect from April 1, 2025, and during the implementation period, media sales formats, media

Shenzhen High-end Business District Media



Luo Hu

The MIXC Naked-eye 3D Giant LED Screen

Shenzhen Bay

「Premium Brand LED Corridor」

「Supreme Gallery」 Lightbox Matrix

LUOHU CBD

THE CRADLE OF THE TECH METROPOLIS

Shenzhen's "hundred-billion-yuan" total retail sales

In 2024, Luohu District recorded a total retail sales of consumer goods amounting to 134.183 billion yuan. The district led in cross-border consumption services, featuring a 'buy now, return later' shopping district. Shenzhen MixC, with annual sales reaching 15 billion yuan, ranked as the top-performing retail center in South China.

The Frontier of Business Development in Greater Bay Area

In 2025, 210 high-end flagship stores will be introduced, ranking first in the city.

Shenzhen MIXC has gathered over 500 global and China local brands. In 2024, the foot traffic of Shenzhen MIXC exceeded 30 million.

Cross-Border Economic Activity

Total Cross-border Consumption Reaches 5 Billion Yuan in 2025

Over 338 Exit Tax Refund Stores in Commercial Districts;

Cross-border Passenger Flow Exceeds 65 Million in 2025

LUOHU BUSINESS DISTRICT



THE MIXC SHENZHEN

Shenzhen | Naked-eye 3D Giant LED Screen

Defining New Heights of
Naked-eye 3D Giant LED



Located on the south facade of Shenzhen MixC Phase III, this space faces Phases I and II and occupies the 'luxury triangle' area within the mall. With a total area of approximately 382.59 square meters, it features one of China's rare ultra-large 3D LED giant screens, offering exceptional commercial and brand value.



Shenzhen MIXC Phase III



Shenzhen MIXC Phase I and II

THE MIXC SHENZHEN

Shenzhen | Naked-eye 3D Giant LED Screen



"Revolutionary Technology" 3D Naked-Eye Giant Screen LED

—A 382.59m² premium 360-degree immersive screen, blending urban tech, creative content and cultural artistry to become a new commercial hub.



THE MIXC SHENZHEN

Shenzhen | Naked-eye 3D Giant LED Screen

Location : The south facade of the third phase of Luohu MIXC, Shenzhen

Media Format : P8 outdoor high-definition LED

Media Size : 39.2m (24+2.4+12.8) (W)* 9.76m(H)

about 382.59m² (refer to MR for details)

Passenger Flow : 1,000,000 /day

Media Cost : 15s*120times/day : RMB 668,000/week

Display Time : 8:00-22:00

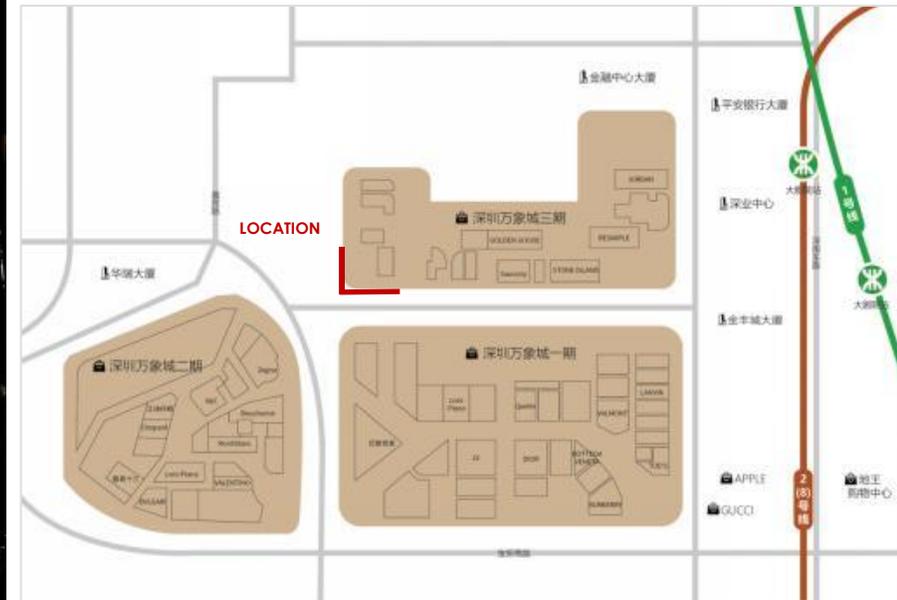
Booking Period : 1 week

Discount(%) :

Discounted Media Cost (RMB) :

Notes:

Located on the south facade of MIXC Phase III
Facing the core area of Phases I and II
Near the southeast entrance of MixC Phase III and the Phase I parking entrance



Instructions

1. The brand release period must not be shorter than the minimum release cycle of the media;
2. To ensure release effectiveness and visual quality, all media advertising visuals shall be produced by the designated media provider;
3. The media dimensions indicated in all rate cards are for reference only, and the final dimensions shall be based on actual release measurements;
4. For creative releases in media, an additional 15%-30% creative release surcharge shall apply, with the exact amount subject to actual confirmation;
5. This rate card pricing shall take effect from [Month] [Day], 2025. If adjustments are made to media sales formats, media rate cards, or media information during the implementation period, no further notice will be given, and the latest announcement or official quotation shall prevail.

SHENZHEN BAY CBD

TOP BUSINESS DISTRICT IN SHOUTHERN CHINA

The TOP 1 Business District In South China

Shenzhen Bay Business District ranks among China's Top 100 commercial districts, No. 1 in South China.

Shenzhen Bay MIXC achieved 8.2 billion yuan in sales by 2025

An upscale neighborhood lined with multi-million-dollar luxury homes

The Headquarters Economy Is Booming

With the Shenzhen Financial Headquarters Base and Shenzhen Bay Super Headquarters Base

Attracted over 50 headquarters enterprises such as Alibaba, Tencent, and ByteDance

Providing a stable high-end consumer base for the business district

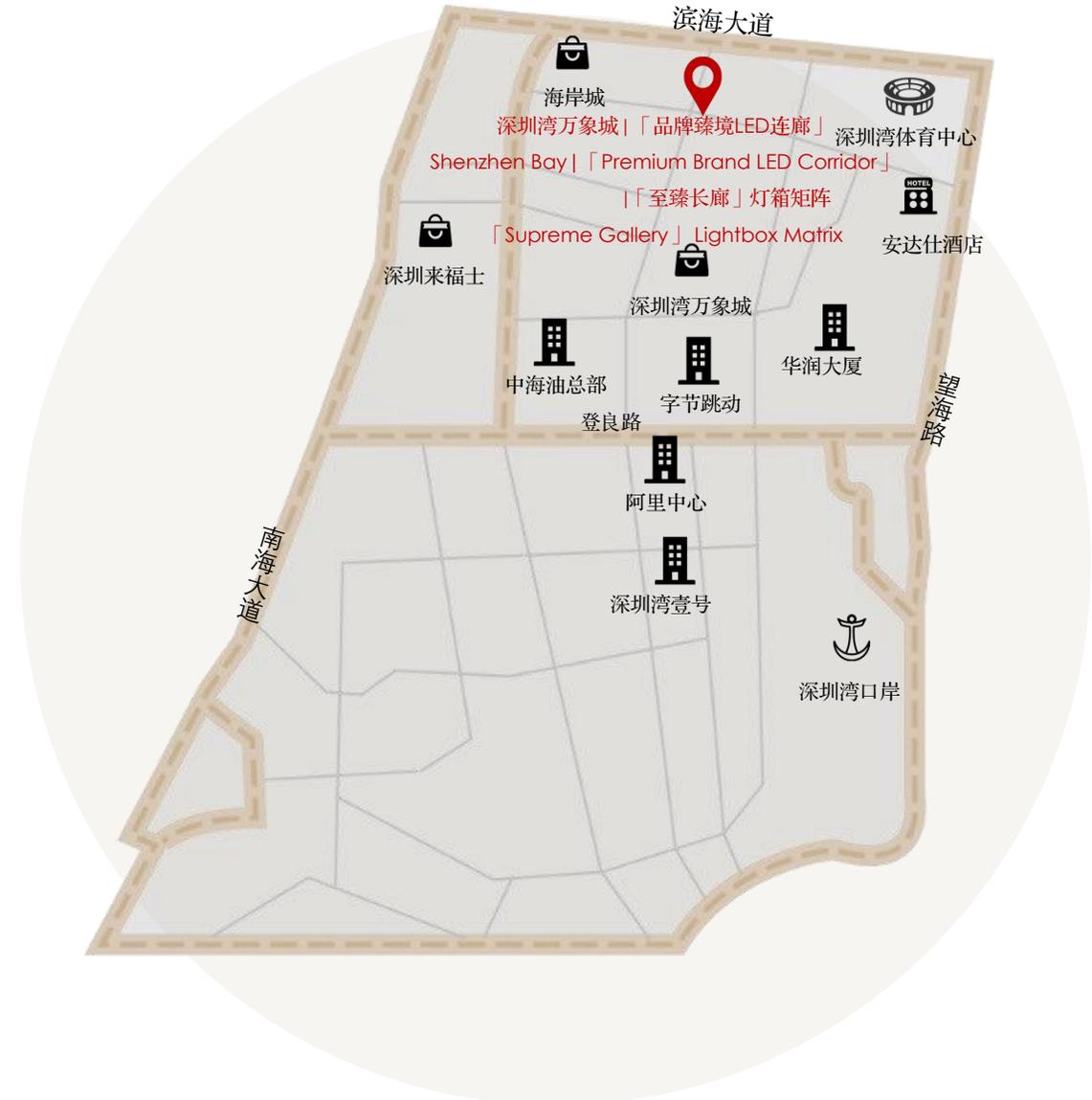
A Hub For New Tech Elites

The high-net-worth population accounts for 78% , ranking among the top in China

A large number of high-income employees from internet companies

The triple advantages in commerce, education, and ecosystem attract 200,000 high-net-worth individuals annually

SHENZHEN BAY BUSINESS DISTRICT



THE MIXC SHENZHEN BAY

Shenzhen | 「Premium Brand LED Corridor」



LED Dynamic Corridor With
Deep Sense Of Depth

THE MIXC SHENZHEN BAY

Shenzhen | 「Premium Brand LED Corridor」



Ultra-long LED Immersive Matrix Corridor

—Spanning 437m², this 10-pixel 1.8P HD imaging LED display system forms a seamless visual corridor from Houhai Metro Station to Shenzhen Bay MIXC, unlocking the brand's digital traffic potential.

 supports audio playback

Houhai Metro Station serves as the gateway to Shenzhen Bay MixC
Metro Lines 2/11/13 running through it. A must-visit spot for both commuters and
leisure travelers

Crafting a refined luxury brand identity while creating an immersive visual energy
field



Houhai Subway
Station



to Shenzhen
Sports Center



to Houhai Harbour



Connecting to Shenzhen Bay MIXC and
Shenzhen's landmark China Resources Tower



THE MIXC SHENZHEN BAY
Shenzhen | 「Premium Brand LED Corridor」 -A

Close to the entrances of the mall and [Shenzhen Bay Sports Center](#)
Draws [leisure shoppers](#) from the mall and [event crowds](#) from the Sports Center.
Fully connected to Zone B, covering the entire visitor flow [without gaps](#)



Location : Shenzhen Bay MIXC Metro Corridor Walkway - Near the Mall Entrance

Media Format : P1.8 LED*2 pieces/set (A1、 A2)

Media Size : 2 pieces, with a total area of approximately 68m²
(refer to MR for details)

Passenger Flow : 500,000/day

Media Cost : 15S*120 times /day, RMB 228,000/week/set

Display Time : 8: 00-23: 00 (TBC)

Booking Period: 1 week

Discount (%) :

Discount media fee (RMB):

Notes:

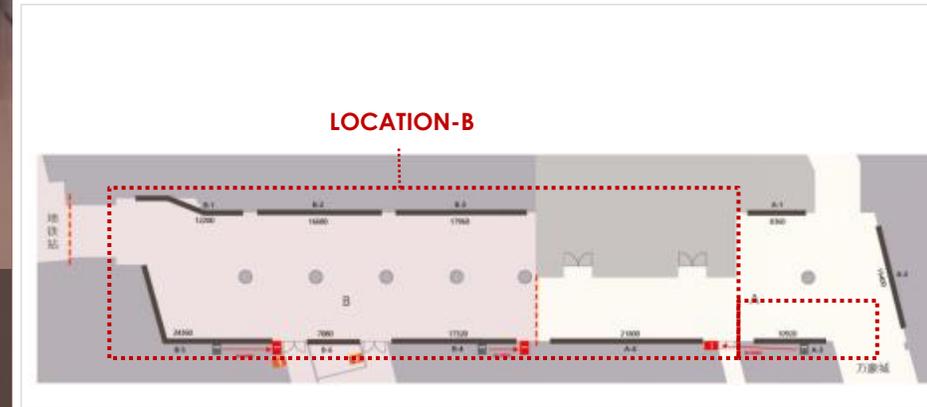
Instructions

1. The brand release period must not be shorter than the minimum release cycle of the media;
2. To ensure release effectiveness and visual quality, all media advertising visuals shall be produced by the designated media provider;
3. The media dimensions indicated in all rate cards are for reference only, and the final dimensions shall be based on actual release measurements;
4. For creative releases in media, an additional 15%-30% creative release surcharge shall apply, with the exact amount subject to actual confirmation;
5. This rate card pricing shall take effect from [Month] [Day], 2025. If adjustments are made to media sales formats, media rate cards, or media information during the implementation period, no further notice will be given, and the latest announcement or official quotation shall prevail.



THE MIXC SHENZHEN BAY
Shenzhen | 「Premium Brand LED Corridor」-B

Located in the passage near the lightbox matrix area.
Full coverage of the hundreds meter corridor.
Fully connected to Zone A, covering the entire visitor flow without gaps



Location : Shenzhen Bay MIXC Metro Passage Corridor -
Connecting to Houhai Metro Station

Media Format: P1.8 LED*8 pieces/set (A3、A4、B1-B6)

Media Size: 8 pieces, The total area is approximately 369m²
(refer to MR for details)

Passenger Flow : 500,000/day

Media Cost : 15s*120 times/day, RMB 668,000 /week/set

Display Time: 8: 00-23: 00 (TBC)

Booking Period: 1week

Discount (%) :

Discount media fee (RMB):

Notes:

Instructions

1. The brand release period must not be shorter than the minimum release cycle of the media;
2. To ensure release effectiveness and visual quality, all media advertising visuals shall be produced by the designated media provider;
3. The media dimensions indicated in all rate cards are for reference only, and the final dimensions shall be based on actual release measurements;
4. For creative releases in media, an additional 15%-30% creative release surcharge shall apply, with the exact amount subject to actual confirmation;
5. This rate card pricing shall take effect from [Month] [Day], 2025. If adjustments are made to media sales formats, media rate cards, or media information during the implementation period, no further notice will be given, and the latest announcement or official quotation shall prevail.

📍 THE MIXC SHENZHEN BAY
Shenzhen | 「Supreme Gallery」 Lightbox Matrix

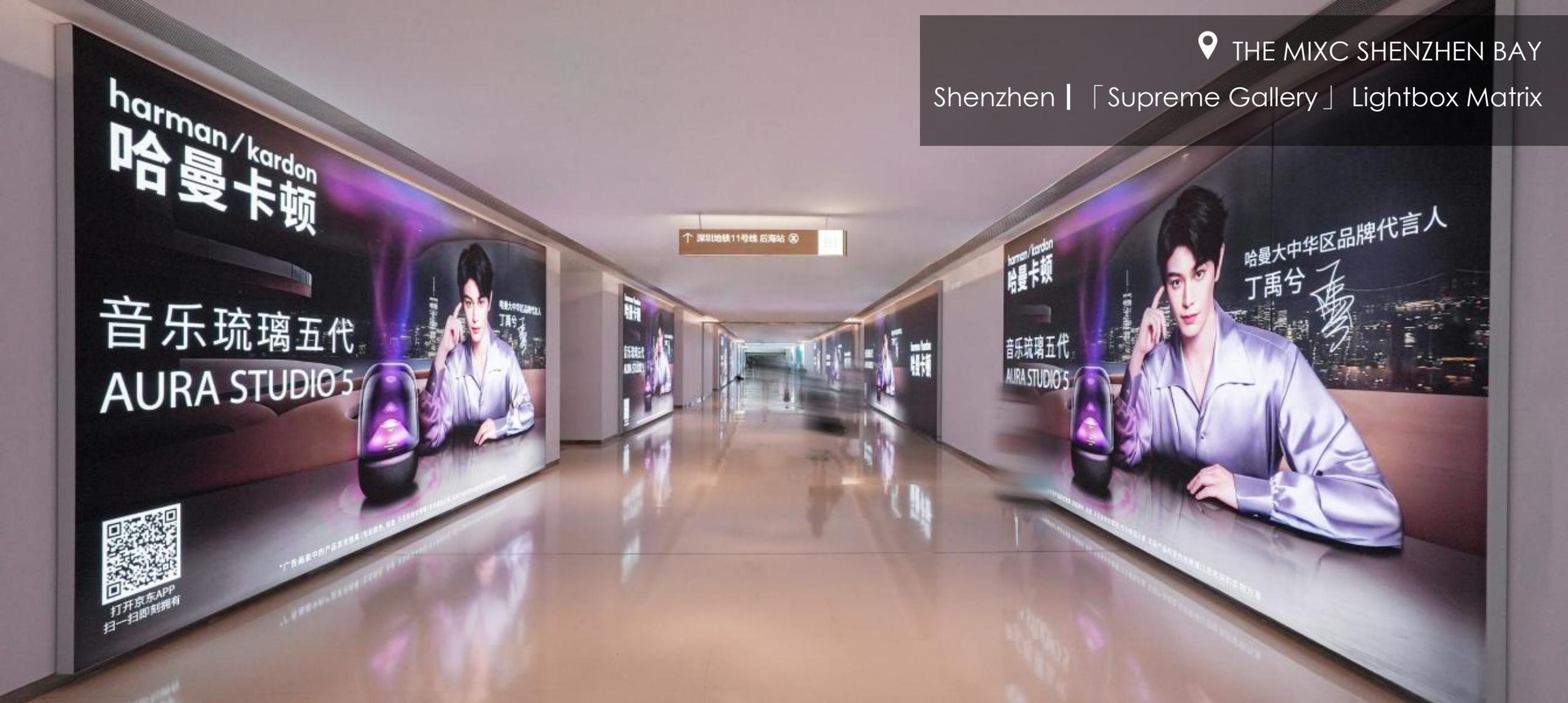


Super Advertisement of 「Golden Artery」 of Capital of Science and Technology Innovation



THE MIXC SHENZHEN BAY

Shenzhen | 「Supreme Gallery」 Lightbox Matrix



Super Advertisement of the Traffic Artery in Nanshan District

—A three-way intersection featuring a 500,000-traffic-per-day corridor with ultra-long pedestrian walkways and immersive lighting effects.

An ultra-long narrative space that delivers an immersive brand experience

The golden transfer hub for Metro Lines 2/11/13



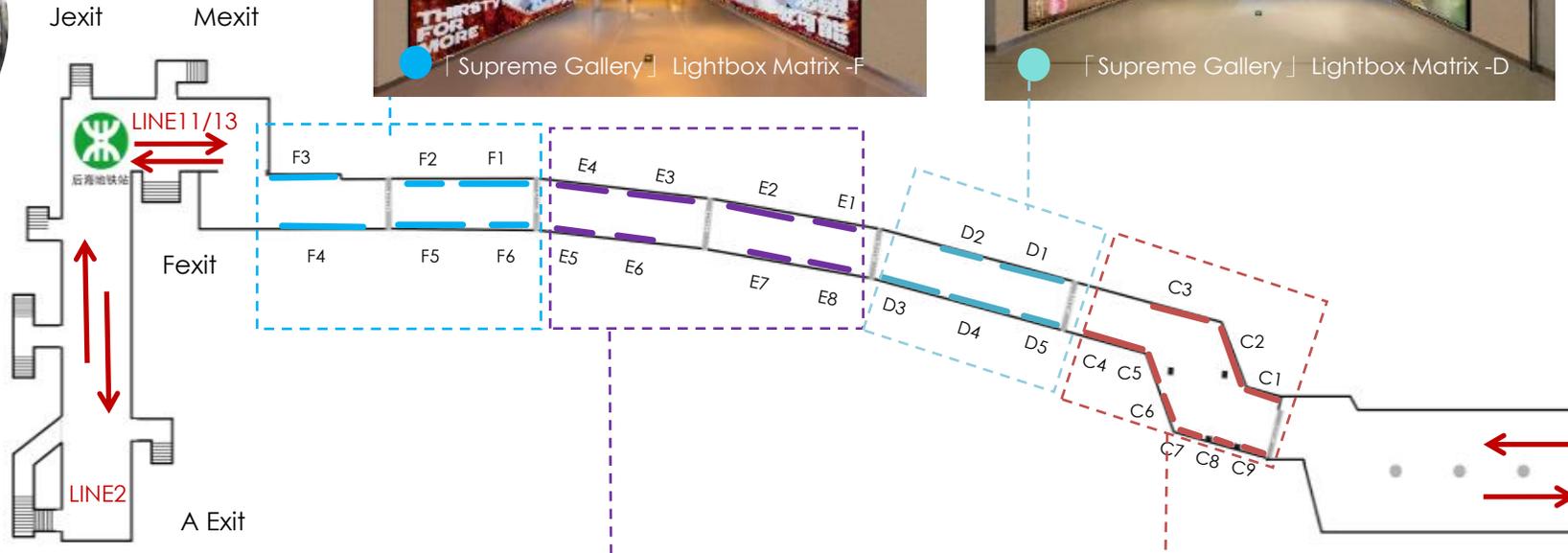
Houhai Metro Station



to Shenzhen Sports Center



Connecting to Shenzhen Bay MIXC and Shenzhen's landmark China Resources Tower



「Supreme Gallery」 Lightbox Matrix -F



「Supreme Gallery」 Lightbox Matrix -D



「Supreme Gallery」 Lightbox Matrix -E



「Supreme Gallery」 Lightbox Matrix -C



to Houhai Harbour



📍 THE MIXC SHENZHEN BAY
Shenzhen | 「Supreme Gallery」 Lightbox Matrix-C



Location: Shenzhen Bay MIXC Metro Passage Corridor - Section C
Media Format: Giant lightbox * 9 pieces/set (C1-C9)
Media Size: 9 pieces, with a total area of approximately 219.6 m²
 (refer to MR for details)
Passenger Flow: 500,000/day

Media Cost: RMB 1,080,000/4 weeks/set
Display Time: 8: 00-23: 00 (TBC)
Production : RMB 76,860/time
Booking Period: 4 weeks

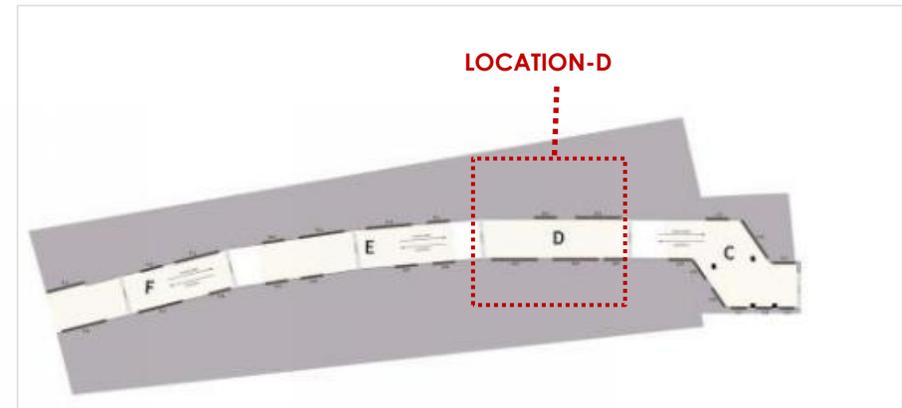
Discount (%) :
Discount media fee (RMB):
Notes:

Instructions

1. The brand release period must not be shorter than the minimum release cycle of the media;
2. To ensure release effectiveness and visual quality, all media advertising visuals shall be produced by the designated media provider;
3. The media dimensions indicated in all rate cards are for reference only, and the final dimensions shall be based on actual release measurements;
4. For creative releases in media, an additional 15%-30% creative release surcharge shall apply, with the exact amount subject to actual confirmation;
5. This rate card pricing shall take effect from [Month] [Day], 2025. If adjustments are made to media sales formats, media rate cards, or media information during the implementation period, no further notice will be given, and the latest announcement or official quotation shall prevail.



📍 THE MIXC SHENZHEN BAY
Shenzhen | 「Supreme Gallery」 Lightbox Matrix-D



Location: Shenzhen Bay MIXC Metro Passage Corridor - Section D
Media Format: Giant lightbox * 5 pieces/set (D1-D5)
Media Size : 5 pieces, with a total area of approximately 201.6m²
 (refer to MR for details)
Passenger Flow : 500,000 /day

Media Cost : RMB 880,000 /4 weeks/set
Display Time: 8: 00-23: 00 (TBC)
Production: RMB 70,560/time
Booking Period : 4 weeks

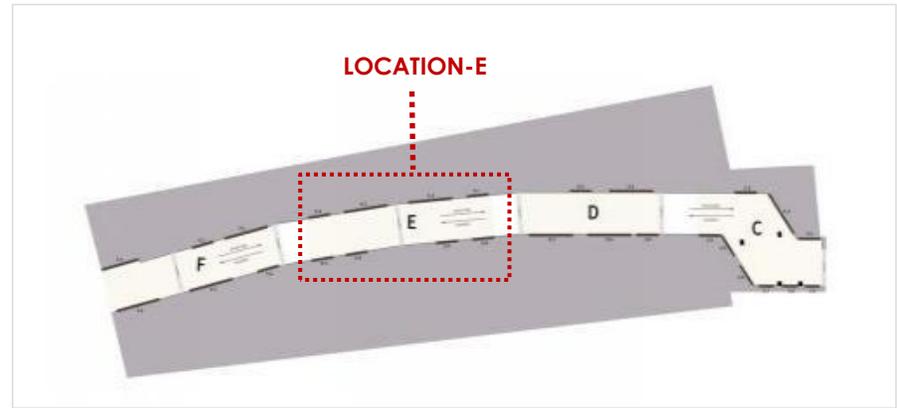
Discount (%) :
Discount media fee (RMB):
Notes:

Instructions

1. The brand release period must not be shorter than the minimum release cycle of the media;
2. To ensure release effectiveness and visual quality, all media advertising visuals shall be produced by the designated media provider;
3. The media dimensions indicated in all rate cards are for reference only, and the final dimensions shall be based on actual release measurements;
4. For creative releases in media, an additional 15%-30% creative release surcharge shall apply, with the exact amount subject to actual confirmation;
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THE MIXC SHENZHEN BAY
Shenzhen | 「Supreme Gallery」 Lightbox Matrix-E



Location: Shenzhen Bay MixC Metro Passage Corridor - Section E

Media Format: Giant lightbox * 8 pieces/set (E1-E8)

Media Size : 8 pieces, with a total area of approximately 252m² (refer to MR for details)

Passenger Flow: 500,000 person-times/day

Media Cost : RMB 880,000/4 weeks/set

Display Time: 8: 00-23: 00 (TBC)

Production : RMB 88,200 /time

Booking Period: 4 weeks

Discount (%) :

Discount media fee (RMB):

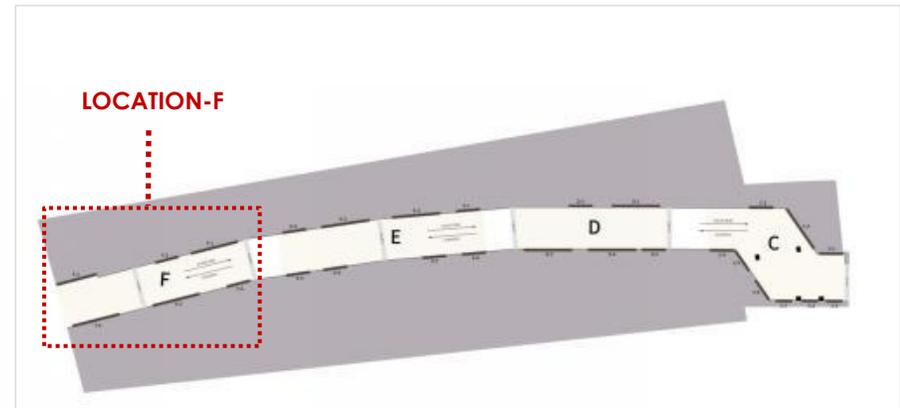
Notes:

Instructions

1. The brand release period must not be shorter than the minimum release cycle of the media;
2. To ensure release effectiveness and visual quality, all media advertising visuals shall be produced by the designated media provider;
3. The media dimensions indicated in all rate cards are for reference only, and the final dimensions shall be based on actual release measurements;
4. For creative releases in media, an additional 15%-30% creative release surcharge shall apply, with the exact amount subject to actual confirmation;
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THE MIXC SHENZHEN BAY
Shenzhen | 「Supreme Gallery」 Lightbox Matrix-F



Location: Shenzhen Bay MixC Metro Passage Corridor - Section F

Media Format: Giant lightboxx * 6 pieces/set (F1-F6)

Media Size: 6 pieces, with a total area of approximately 237.6m² (refer to MR for details)

Passenger Flow: 500,000/day

Media Cost: RMB 880,000/4 weeks/set

Display Time: 8: 00-23: 00 (TBC)

Production: RMB 83,160/time

Booking Period: 4 weeks

Discount (%) :

Discount media fee (RMB):

Notes:

Instructions

1. The brand release period must not be shorter than the minimum release cycle of the media;
2. To ensure release effectiveness and visual quality, all media advertising visuals shall be produced by the designated media provider;
3. The media dimensions indicated in all rate cards are for reference only, and the final dimensions shall be based on actual release measurements;
4. For creative releases in media, an additional 15%-30% creative release surcharge shall apply, with the exact amount subject to actual confirmation;
5. This rate card pricing shall take effect from [Month] [Day], 2025. If adjustments are made to media sales formats, media rate cards, or media information during the implementation period, no further notice will be given, and the latest announcement or official quotation shall prevail.

Nanjing High-end Business District Media



Xinjiekou

DEJI Plaza | 「Galaxy Art Space」

Xinjiekou Station
| L1&L2 Transfer Passageway

Jinling JLC | Omnimedia

XINJIEKOU CBD

CHINA'S No.1 BUSINESS DISTRICT

Business Power Ranks Second In The Country

By 2025, the Xinchengkou business district will become China's 2nd largest commercial hub in East China boasting the highest foot traffic and popularity nationwide. The annual sales are projected to exceed 40 billion yuan.

The "King" of World's Single Mall -Deji Plaza

In 2024, Deji Plaza became the world's largest single mall with 24.5 billion yuan in sales, featuring most top-tier international brands. In 2025, it will launch 21 major global first stores.

Jinling JLC- The Gathering Place of Luxury Fashion

The brand portfolio includes over 150 brands, with Nanjing hosting more than 40% of the first-store launches and over 50 debut brands. Emphasizing the 'first-store economy' and trendy elements, the strategy targets younger demographics. The luxury-chic approach creates a distinctive style that sets it apart from surrounding commercial complexes.

XINJIEKOU BUSINESS DISTRICT



📍 NANJING DEJI PLAZA
Nanjing | 「Galaxy Art Space」



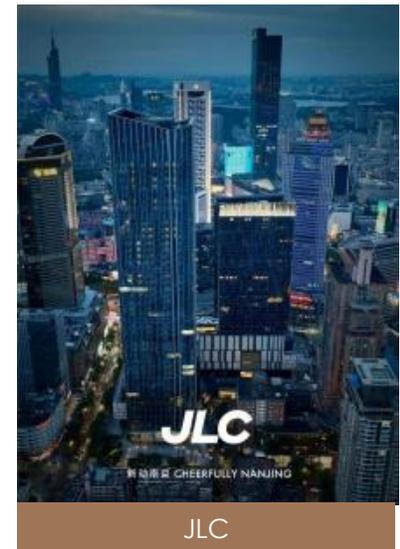
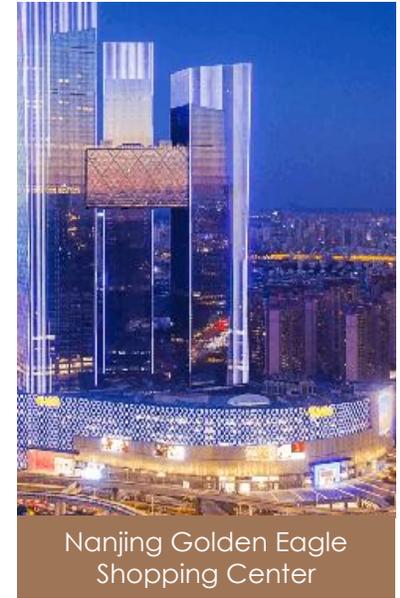
King Media Of National
Business District



Phenomenal Commercial & Art Matrix

—Connecting the world: The king of stores, Deji Plaza, interprets the synergistic symbiosis of fashion, art, society and multiculturalism

The seamless integration of Deji Square's entrance passage, it's Nanjing's one and only social media-famous passageway media
Wide coverage across the entire Xinjiekou commercial district, delivering exceptional communication efficiency
The strategic importance of this media location makes it a must-contend area for luxury brands and high-end brands





NANJING DEJI PLAZA
Nanjing | 「Galaxy Art Space」

The only underground entrance to Nanjing Deji
Located in Xinjiekou-- the largest metro station in Asia
The daily passenger flow ranks second in nationwide



Location: Nanjing Deji Plaza LG1 Entrance

Media Format : P1.5 LED*7

Media Size :

6m*2.025m*2+7.8m*2.025m*3+12m*2.025m*1+15m*0.675m*1
=105m² (refer to MR for details)

Passenger Flow : 700,000/day

Media Cost : 15s*120times/day, RMB 480,000/week

1 hour(60mins)/day, RMB 480,000/hour

Display Time: 06:30-23:30

Booking Period: 1 week or 1 hour

Discount(%) :

Discounted Media Cost (RMB) :

Notes:

Instructions

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3. The media dimensions indicated in all rate cards are for reference only, and the final dimensions shall be based on actual release measurements;
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NANJING XINJIEKOU STATION
Nanjing | L1&L2 Transfer Passageway



Asia's Largest Transit
Media Channel

NANJING XINJIEKOU STATION
Nanjing | L1&L2 Transfer Passageway



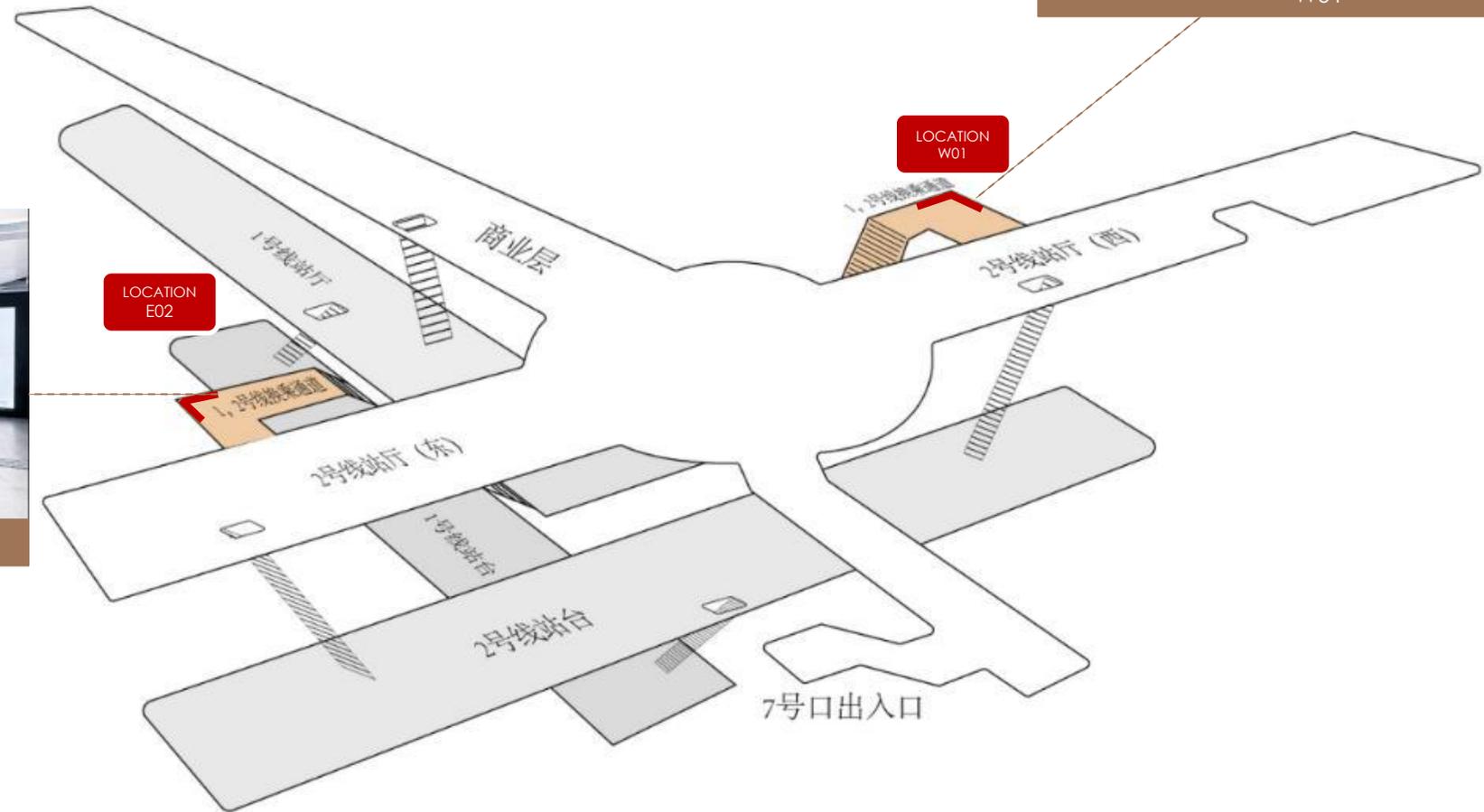
Asia's largest hub and the most vital transfer point

—Covering 95% of the transfer passenger flow at Xijiekou Station, the floor-to-ceiling P1.25 HD LED delivers outstanding visual effects.

The media hub is located at the Xijiekou Line 1/2 transfer station, seamlessly connecting the two platforms and serving the majority of transfer passengers

With a daily average of 450,000 visitors and nearly 700,000 during peak holiday seasons, it ranks second nationally.

The towering 1.25-meter P1.25 HD LED screen, featuring an ultra-wide dynamic display, delivers exceptional visual impact





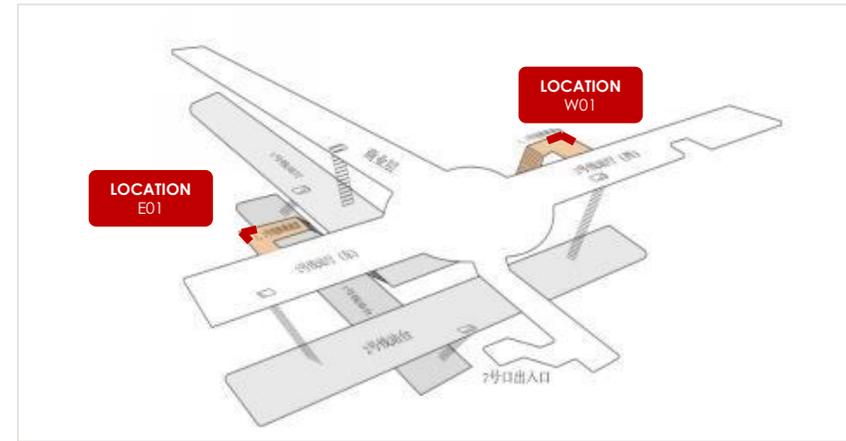
 NANJING XINJIEKOU STATION

Nanjing | L1&L2 Transfer Passageway

*效果图示意

Located at Xinchengkou Metro Station, the largest metro station in Asia

It serves as the transfer point between the east and west platforms of Xinchengkou Station, making it a crucial junction for Line 1/2 transfers



Location : Xinjiekou Station L1-L2 Transfer Passageway

Illumination : 7: 00-22: 00, 15 hours/day

Media Format: 26m² (E01) +22m² (W01)

LED*2, (refer to MR for details)

Passenger Flow : 450,000+ /day

Media Cost: 15s*240times: RMB 280,000/1week/2 pcs;
1 hour(60mins)/day: RMB 360,000/1week/2 pcs
(7 hours/week)

Production: Video

Display Time: 07:00-22:00

Booking Period: 1 week

Discount (%) :

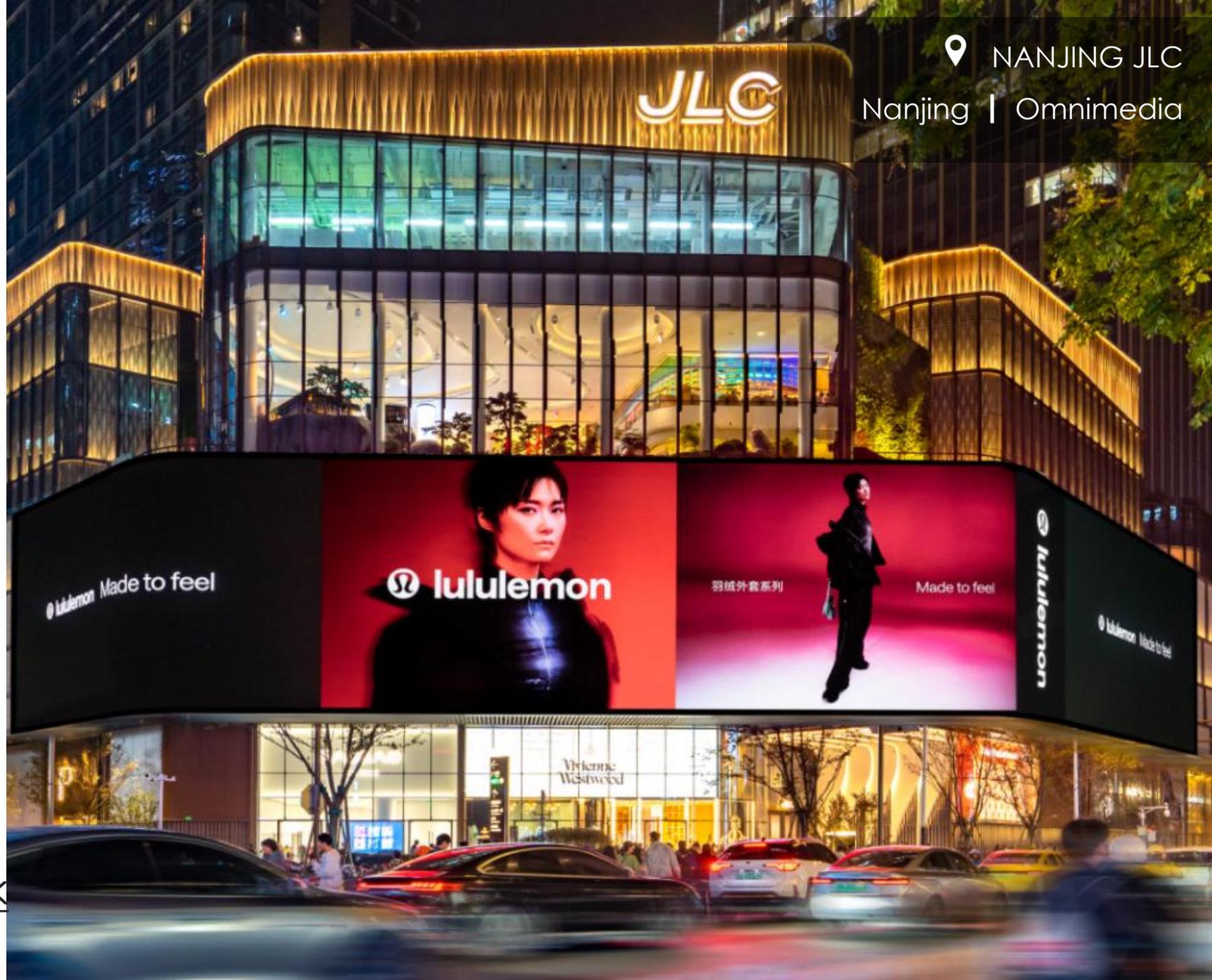
Discounted Media Cost (RMB) :

Notes:

Instructions

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Nanjing Trendy Landmark
Super Media Group

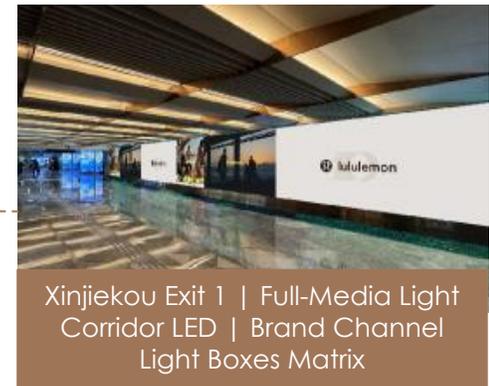


📍 NANJING JLC
Nanjing | Omnimedia

At the heart of Xinjiekou business district, surrounded by Internationally top-tier commercial complexes

Visual impact MAX The Outdoor Circular Naked-Eye 3D Giant Screen and East Facade Ultra-HD LED Screen present lifelike dynamic imagery, synergizing with the newly popular check-in spot—the East-West District Link Corridor Screen—to radiate influence across the entire Xinjiekou area.

Spatial Attraction PLUS Direct metro-to-mall access boosts foot traffic at Xinjiekou Station, energizing the entire commercial hub.





📍 NANJING JLC

Nanjing | Omnimedia

Outdoor Ring-shaped Naked-eye 3D Giant Screen

—A 1,453m²+ premium circular 3D naked-eye giant screen transcends screen boundaries, sparking boundless creativity.

This surreal window of a commercial landmark resonates with urban architecture and coexists with luxury brands.

RATE CARD



NANJING JLC
Nanjing | Outdoor Circular Naked-Eye 3D Giant Screen

Located at the intersection of Wangfu Avenue and Hanzhong Road
On the exterior wall at the main entrance of Jinling JLC.
Draws vehicular and pedestrian traffic from the main arteries of Wangfu Avenue and Hanzhong Road.



Location : Nanjing Xinjiekou JLC Jinling JLC Main entrance circular screen

Media Format : P8 JLC Outdoor Circular naked-eye 3D giant screen

Media Size : 99.26m (19.21+42.74+37.31) m (W) *14.64m (H)

The total area is approximately 1,453m² (refer to MR for details)

Passenger Flow : 800,000/day

Media Cost: 15s*120times/day, RMB 850,000/week

1 hour(60mins)/day, RMB 520,000/hour

Display Time: 10:00-22:00

Booking Period: 1week or 1 hour

Discount (%):

Discounted media fee (RMB):

Notes:

Instructions

1. If the minimum media release period is 1 week, a 15% media surcharge will be applied for short-term releases under 4 weeks; 2. All media sizes indicated in the rate card are for reference only, and the final size shall be based on actual release measurements
3. For creative releases in media, a 15%-30% media creative release surcharge will be applied, with the exact amount subject to actual confirmation
4. This rate card pricing will take effect from April 1, 2025, and during the implementation period, media sales formats, media

📍 NANJING JLC

Nanjing | East Facade Ultra-HD LED Screen



East Facade Ultra-HD LED Screen 「 Hype-Luxury Horizon 」

— A 330m² high-definition LED screen, serving as an iconic trendy luxury eco-screen on the east side of the mall and a must-visit trendsetter for young, high-net-worth crowds

RATE CARD



NANJING JLC

Nanjing | East Facade Ultra-HD LED Screen

Located on the east facade of JLC
 It is clearly visible from the main road Zhongshan South Road, 300m away
 Facing Nanjing Xinbai, Central Shopping Mall, and the Xinchengkou pedestrian



Location: Nanjing Xinjiekou JLC East Facade Ultra-HD LED Screen (facing South Zhongshan RD)

Media Format : P8 Outdoor LED screen

Media Size : 18.56m (W) * 17.76 (H) The total area is approximately 330m² (refer to MR for details)

Passenger Flow : 800,000 /day

Media Cost: 15s*120times/day, RMB 380,000/week
 1 hour(60mins)/day, RMB 230,000/hour

Display Time : 10:00-22:00

Booking Period : 1 week or 1 hour

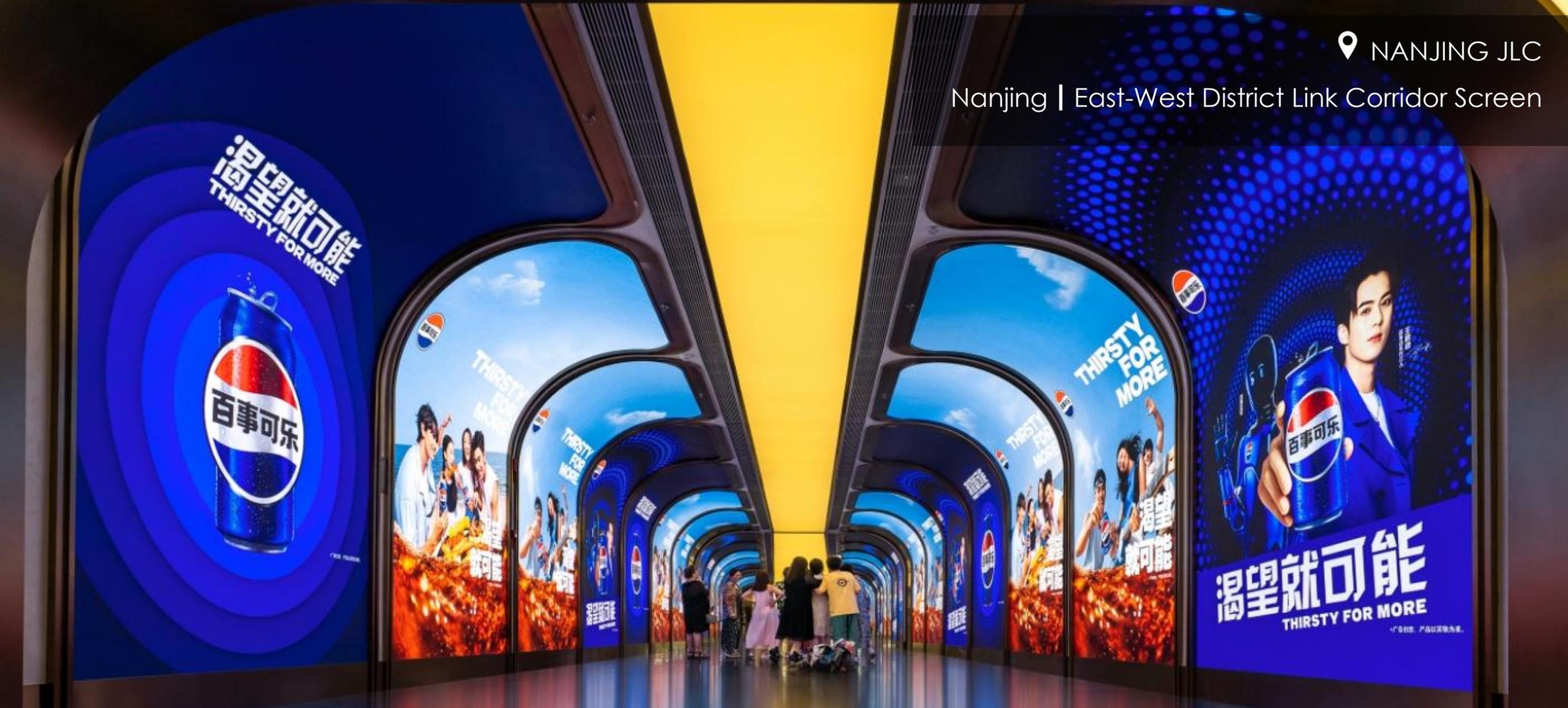
Discount (%):

Discounted media fee (RMB):

Notes:

Instructions

1. The brand release period must not be shorter than the minimum release cycle of the media;
2. To ensure release effectiveness and visual quality, all media advertising visuals shall be produced by the designated media provider;
3. The media dimensions indicated in all rate cards are for reference only, and the final dimensions shall be based on actual release measurements;
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5. This rate card pricing shall take effect from [Month] [Day], 2025. If adjustments are made to media sales formats, media rate cards, or media information during the implementation period, no further notice will be given, and the latest announcement or official quotation shall prevail.



The East-West Corridor Screen: "Internet-Famous Light and Shadow Art Gallery"

—The gravitational field of phenomenal internet celebrities, the must-visit landmark for trendsetters, and the epitome of art and commerce integration



NANJING JLC
NANJING | East-West District Link Corridor Scree

Location : East-West District Link Corridor Screen

Media Format : LED * 32 units/set

Media Size : left: 2.24m * 4m * 3 units+ 2.24m * 4.16m * 13 units =148 m² right: 2.24m * 4.16m * 13 units + 2.24m * 4m * 3 units=148m²

The total area is approximately 296m² (refer to MR for details)

Passenger Flow : 800,000/day

Media Cost : 15s*120times/day, RMB 480,000/week

Display Time : 10:00-22:00

Booking Period : 1week

Discount (%):

Discounted media fee

(RMB):

Notes:

Located in the connecting corridor between the east and west zones of JLC.
A popular social media-famous passage connecting the east and west zones of JLC



Instructions

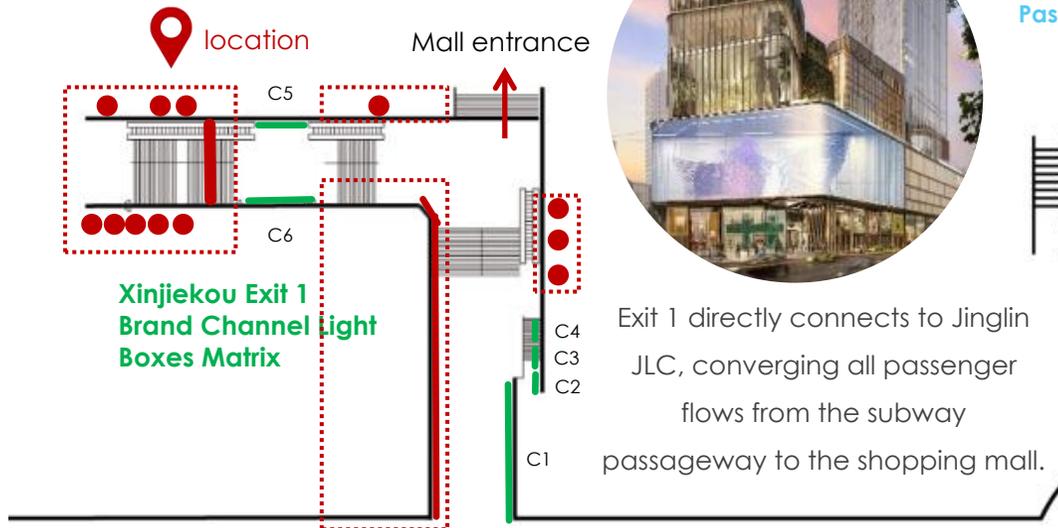
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Jinling JLC Full-Media Light Corridor LED

Media connects to Entrance/Exit 1 of Xinjiekou Station



● JLC Full-media Light Corridor LED

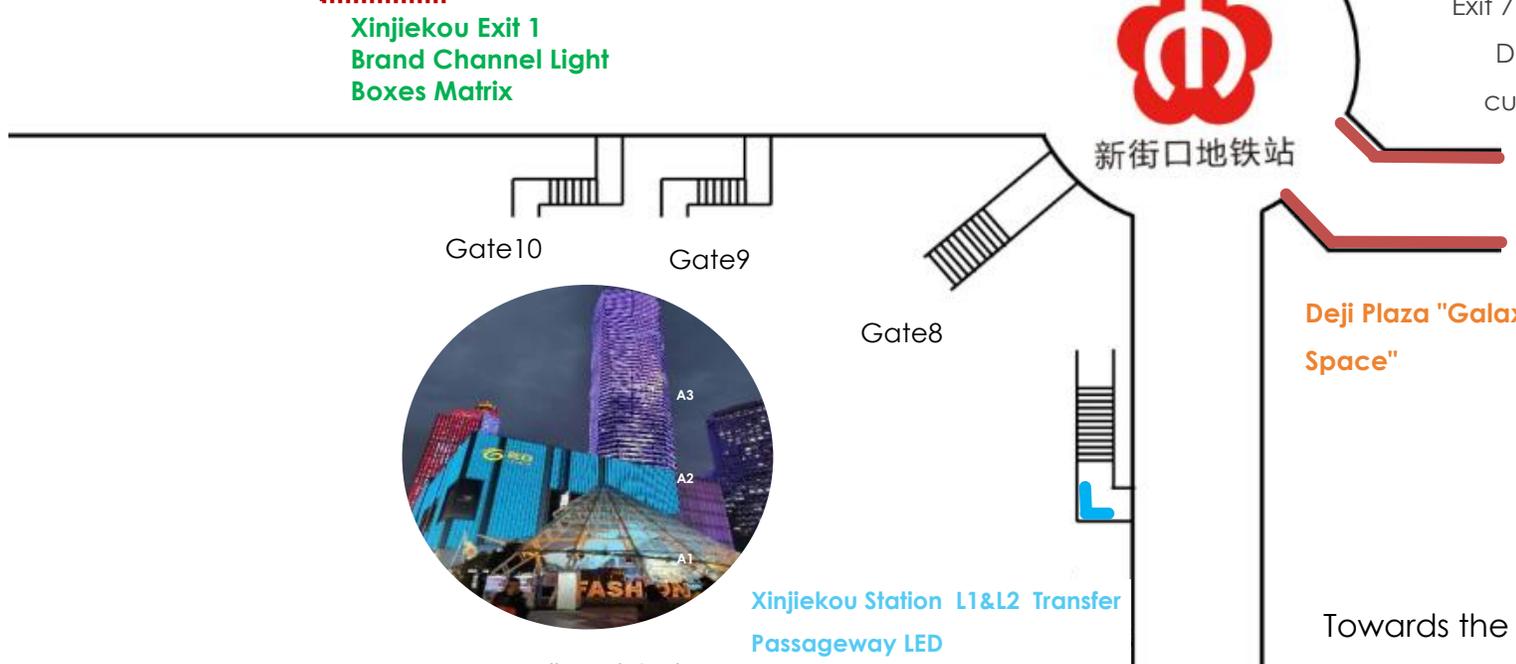


Towards China Pharmaceutical University

Xinjiekou Station L1&L2 Transfer Passageway LED



Exit 7 directly connects to Nanjing Deji Plaza I/II, with Phase III currently under construction.



Nanjing Xinbai

Xinjiekou Station L1&L2 Transfer Passageway LED



All Media Light and Shadow Corridor LED "Flowing Visual Feast"

—The subway passage extends beneath the mall, creating a dynamic interplay of light and shadow between the subway and the mall, which enhances the brand's commercial value through this visual effect.



📍 NANJING JLC

Xinjiekou Exit 1 | Full-Media Light Corridor LED



Location: Xinjiekou Exit 1 Full-Media Light Corridor LED

Media Format : P2 Scroll LED*1 unit + P2.5 ladder top LED*1 unit + LCD*12 units/set

Media Size : scroll LED 26.88m * 2.56m + 9.28m * 6.24m + 10.56m * 5.12m=181m² , ladder top LED 7.36m * 3.52m=26m² , LCD 1.428m * 0.8m*12=13.7m² , The total area is approximately 221m² (refer to MR for details)

Media Cost : 15s* 120 times/day, RMB 280,000/set/week

Display Time : 06:00-23:00

Booking Period : 1week

Passenger Flow : 300,000/day

Discount (%):

Discounted media fee (RMB):

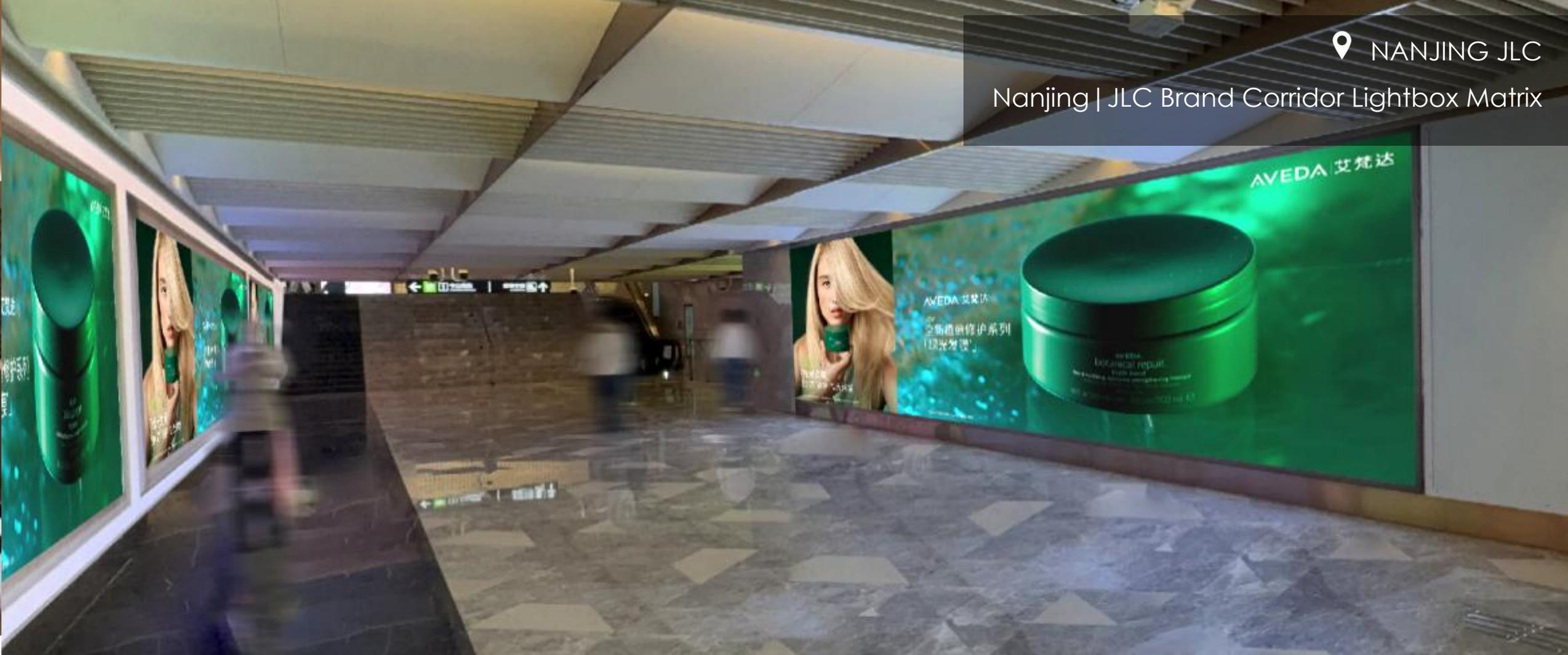
Notes:

Instructions

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2. To ensure release effectiveness and visual quality, all media advertising visuals shall be produced by the designated media provider;
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NANJING JLC

Nanjing | JLC Brand Corridor Lightbox Matrix



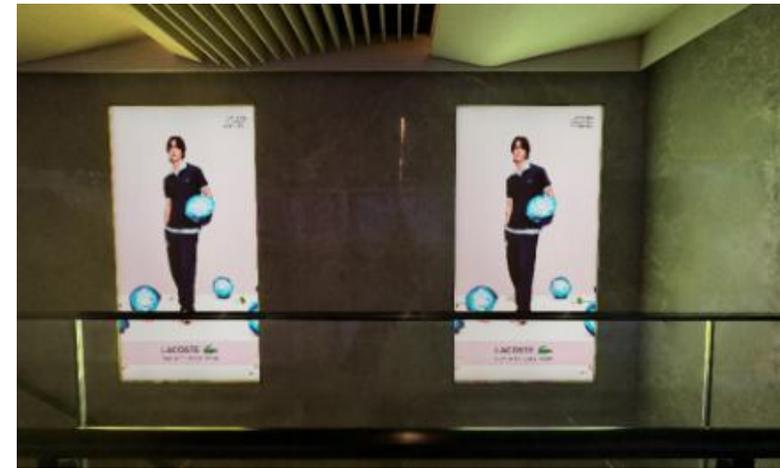
Brand Passage Lightbox Matrix 「Luxury Showcase」

—Entrance 1 of Xinchengkou Metro Station, the busiest direct passenger hub, seamlessly integrates with the multimedia light corridor's LED display, creating a seamless flow of people between the subway and shopping mall.



NANJING JLC

Xinjiekou Exit 1 | Brand Corridor Lightbox Matrix



Location: Xinjiekou Exit 1 Brand Channel Lightboxes Matrix

Media Format : Light box*6 units/set

Media Size : C1: 2.4m * 10.6m=25.44m², C2: 2.1m * 1.5m=3.15m², C3/4 (2 units) : 1.3m * 2.3m=2.99m², C5: 4m * 2.3m=9.2m², C6: 6m * 2.3m=13.8m² totally *6 units/set.

The total area is approximately 58m² (refer to MR for details)

Passenger Flow : 300,000/day

Media Cost : RMB 300,000/4 weeks/group (C1-C6)

Display Time: 06:00-23:00

Production: RMB 19,140/time

Booking Period : 4 weeks

Discount (%):

Discounted media fee (RMB):

Notes:

Instructions

1. The brand release period must not be shorter than the minimum release cycle of the media;
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3. The media dimensions indicated in all rate cards are for reference only, and the final dimensions shall be based on actual release measurements;
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Wuhan High-end Business District Media

Wushang Mall

Ultra-high-definition 3D giant LED Screen

WUSHANG MALL BUSINESS DISTRICT

THE PREMIER LUXURY DEBUT IN CENTRAL CHINA

Commercial Flagship Of Central China

In 2024, the company achieved sales of 18.9 billion yuan, averaging 50 million yuan daily

Ranking NO.1 among shopping malls in six central provinces

In the first half of 2025, it introduced 184 new flagship stores.

The Visual Focus of Wushang MALL Business District

Facing Wuhan's main traffic artery Jiefang Avenue

Jiefang Avenue runs through Hankou, serving as the longest major thoroughfare in downtown Wuhan

The Wushang MALL area is the most vibrant section of Jiefang Avenue

Ultra HD Screen Illuminates The City's Night Sky

Nearly 800m² 270° L-shaped ultra-HD 3D giant screen

Directly facing the commercial plaza with no obstructions, offering visibility up to 1,000 meters

State-of-the-art P6 high-precision LED screen, delivering stunning 3D visuals for impactful brand presentation

WUSHANG MALL BUSINESS DISTRICT



📍 WUSHANG MALL

Wuhan | Ultra-high-definition 3D giant LED Screen



Top Luxury 3D Corner Giant Screen
in Central China

The media is located on the east and west facades of Wushang MALL World Trade Center, offering 270-degree coverage of the pedestrian and vehicular flow along Jiefang Avenue and Wushang Road

It is just 200m walk from Exit A of Zhongshan Park Metro Station on Wuhan Metro Line 2

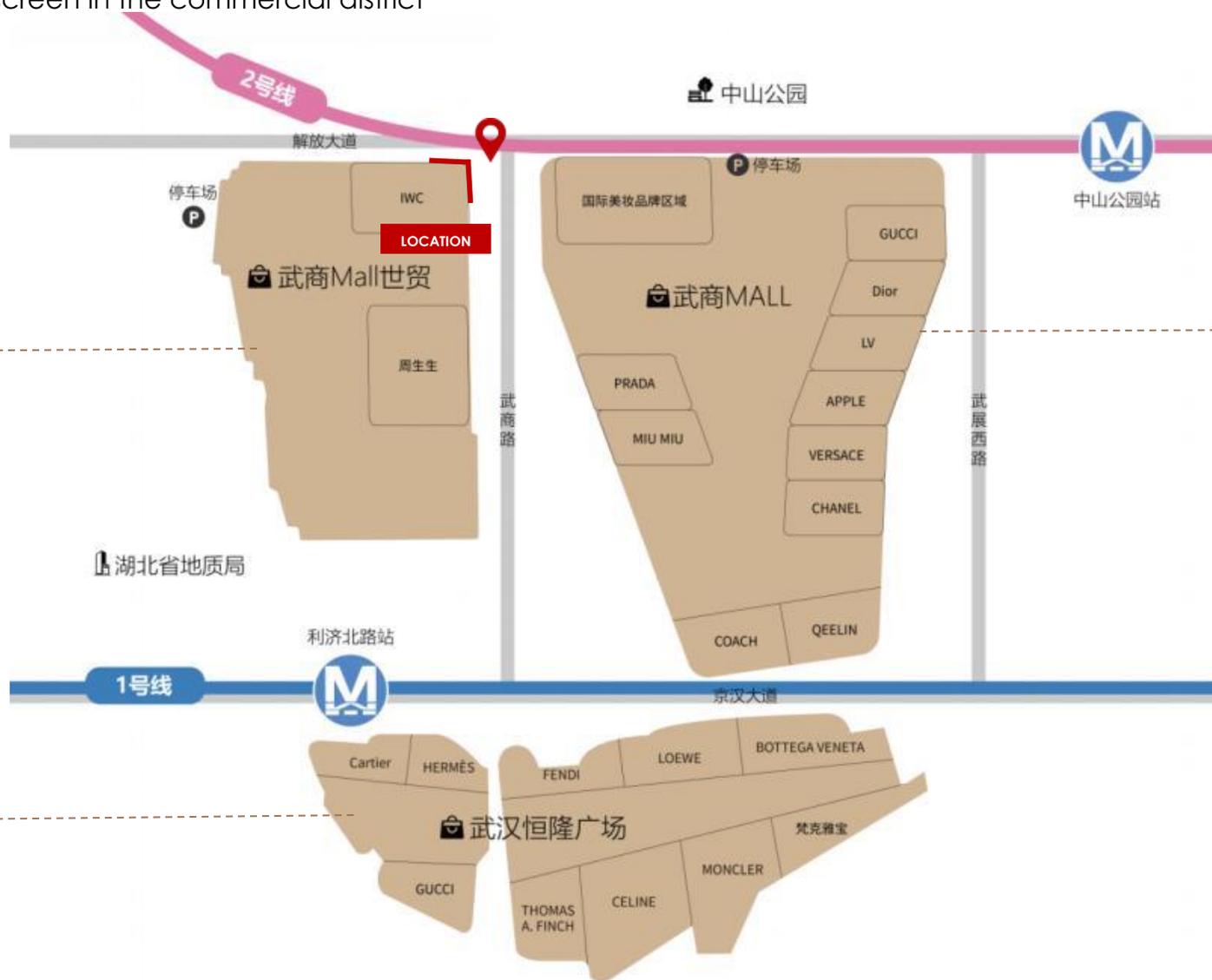
The only ultra-HD 3D LED giant screen in the commercial district



Wushang Mall . World Trade Plaza



Wuhan Henglong Plaza



Wushang Mall



Ultra HD 270° Surround 3D Giant Screen LED

—A 800m² P6 ultra-HD 3D LED giant screen with 1,000-meter visibility, covering the entire bustling commercial district to redefine immersive experiences in business districts.



At the intersection of Jiefang Avenue and Wushang Road
 On the exterior wall of Wushang Mall Shimao, near Gate 3
 Clearly visible from the Jiefang Avenue elevated
 expressway



Location : Facing Jiefang Avenue and hopping mall square

Media Format : P6 Ultra-high-definition 3D giant LED Screen

Media Size : 31.2m (17.7+13.5) (W) *25m (H)

TTL:780m² (refer to MR for details)

Passenger Flow : 1,000,000/day

Media Cost : 15s*120times/day,RMB 270,000/week

1 hour(60mins)/day,RMB 270,000/hour

Display Time : 8:00-22:00

Booking Period : 1 week or 1 hour

Discount (%) :

Discounted Media Cost (RMB) :

Notes:

Instructions

1. The brand release period must not be shorter than the minimum release cycle of the media;
2. To ensure release effectiveness and visual quality, all media advertising visuals shall be produced by the designated media provider;
3. The media dimensions indicated in all rate cards are for reference only, and the final dimensions shall be based on actual release measurements;
4. For creative releases in media, an additional 15%-30% creative release surcharge shall apply, with the exact amount subject to actual confirmation;
5. This rate card pricing shall take effect from [Month] [Day], 2025. If adjustments are made to media sales formats, media rate cards, or media information during the implementation period, no further notice will be given, and the latest announcement or official quotation shall prevail.

Xi'an High-end Business District Media



NANMEN

SKP & Hopson One | Giant Super Lightbox

NANMEN BUSINESS DISTRICT

PRIME COMMERCIAL DISTRICT IN THE MILLENNIA OLD CAPITAL

Northwest China's Luxury Benchmark

Covering large commercial complexes such as Xi'an SKP, with sales reaching 12.542 billion yuan.

In 2024, the business district attracted over 75 million visitors

In 2025, the business district ranked TOP100 of China's business districts

One Of The Largest Super Light Boxes In China

Facing Xi'an SKP, the giant super lightbox covering a visual range of about 300 meters around with an area of approximately 413 square meters is the largest and highest-quality lightbox outdoors in China, leading the trend as a new commercial landmark and a new hotspot for internet celebrities to check in.

Attracting millions of tourists and consumers nationwide

This national 5A-level tourist attraction draws 2-3 million visitors daily, with direct access via Metro Line 2 and abundant public transport links. Its harmonious blend of urban vibrancy and cultural heritage makes it a must-visit destination in Xi'an.

NANMEN BUSINESS DISTRICT



📍 XI'AN SKP & HOPSON ONE
Xi'an | Giant Super Light Box



An Unforgettable Urban
Visual Landmark

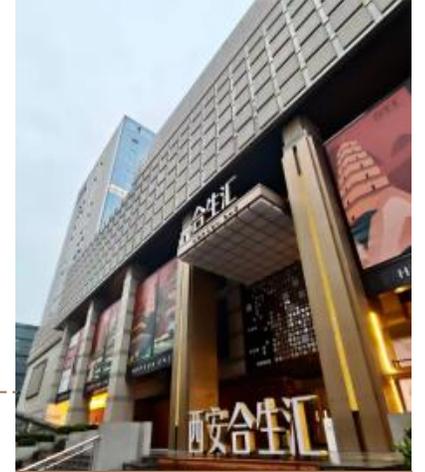
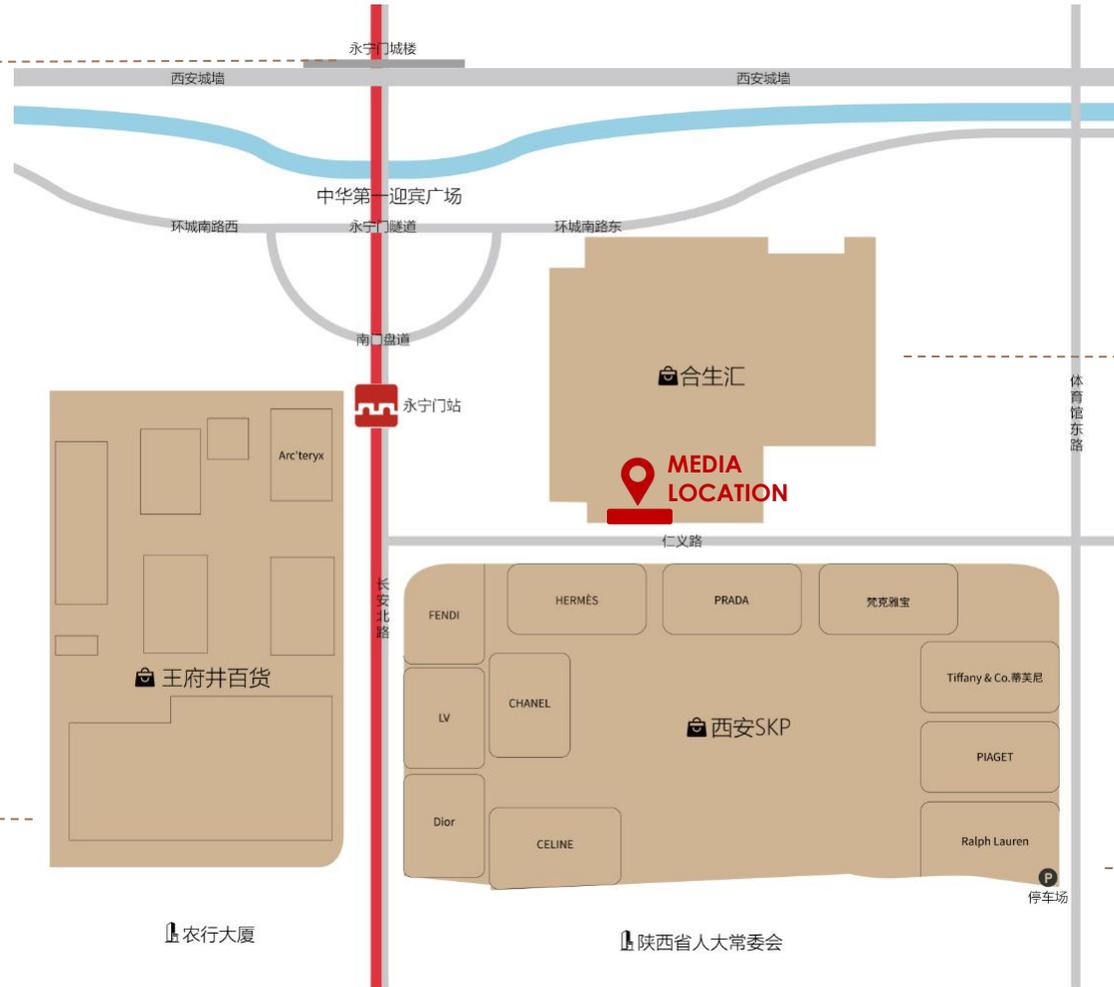
The media outlet is located on the south facade of Xi'an Heshenghui, accessible via the southeast exit of SKP's Yongningmen Station on Metro Line 2.



The 5A-level scenic spot
Yongning Gate



Xian Wangfujing
Department Store



XIAN Hopson One



XIAN SKP

📍 XI'AN SKP & HOPSON ONE
Xi'an | Giant Super Light Box



The City's Giant Artistic Canvas

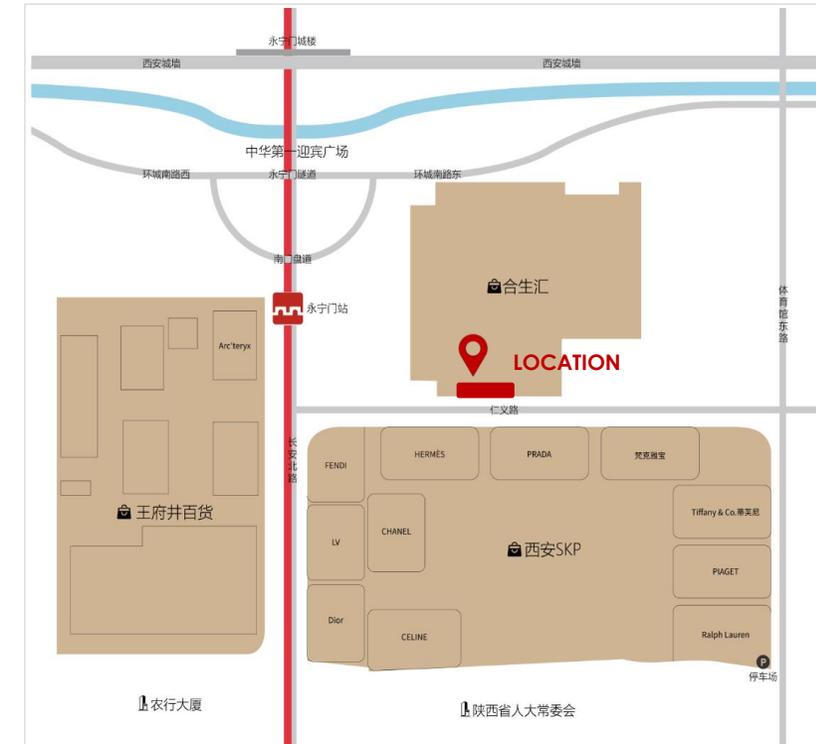
—One of the largest super light boxes in China, covering approximately 413m², with an overwhelming presence that delivers a stunning visual feast and high-quality image that reinforces brand identity.

RATE CARD



📍 XI'AN SKP & HOPSON ONE
XI'AN | Giant Super Light Box

The exterior of Hopson one on Renyi Road
The media faces SKP Xi'an, the top luxury mall in Northwest China
Near the north entrance of SKP Xi'an



Location : Facing Xi'an SKP, located on the south side of Hopson One

Media Format : Giant Super Lightbox

Media Size : 31.86m(W)* 13.17m(H) , TTL:419m² (refer to MR for details)

Passenger Flow : 150,000/day

Media Cost : RMB 680,000/2 weeks

Production : RMB 144,600/time

Display Time : 19:00-23:00

Booking Period : 2 weeks

Discount(%) :

Discounted Media Cost (RMB) :

Notes:

Instructions

1. The brand release period must not be shorter than the minimum release cycle of the media;
2. To ensure release effectiveness and visual quality, all media advertising visuals shall be produced by the designated media provider;
3. The media dimensions indicated in all rate cards are for reference only, and the final dimensions shall be based on actual release measurements;
4. For creative releases in media, an additional 15%-30% creative release surcharge shall apply, with the exact amount subject to actual confirmation;
5. This rate card pricing shall take effect from [Month] [Day], 2025. If adjustments are made to media sales formats, media rate cards, or media information during the implementation period, no further notice will be given, and the latest announcement or official quotation shall prevail.

KAIZER

楷泽传媒