

## **Brand kampaň Japonsko – Tokio 2019**

**cooperation of the Central Bohemian Region and Prague Airport as on an advertising campaign within the TouchPoint project**

### **Specification – lease of the area, printing and work cost:**

- 9/1-9/15 - 2 weeks: Tokyo In-car Media Denentoshi Line Jack 1 train media, printing and work
- provision of event area, event staff

### **Specification :**

**Hanging poster wide - H364 mm x W1030 mm** (40 mm from Top will be hidden by holder), 140 sheets/train

- material for printing: 4/0 color, one-sided printing, paper 170 g, chalk
- the graphic materials will be supplied by the client

**Above window double - H280 x W1030** (\*25mm from Top & Bottom will be hidden by holde), **256** sheets/train

- material for printing: 4/0 color, one-sided printing, paper 170 g, chalk
- the graphic materials will be supplied by the client

**Above window single - H280 x W515** (\*28mm from Top & Bottom will be hidden by holder), **60** sheets/train

- material for printing: 4/0 color, one-sided printing, paper 170 g, chalk
- the graphic materials will be supplied by the client

**Door side posters - H364 x W515** (\*20mm from every side will be hidden by holder), **192** sheets/train

- material for printing: 4/0 color, one-sided printing, paper 170 g, chalk
- the graphic materials will be supplied by the client

**Above joint poster - " H364 x W515** (\*40mm from Top will be hidden by holder), **10** sheets/train

- material for printing: 4/0 color, one-sided printing, paper 170 g, chalk

- the graphic materials will be supplied by the client

**Door side sticker - H165 x W200** (\*round corner R10mm), **160** sheets/train

- the graphic materials will be supplied by the client

**Signage** - 80 screen/train (17 inch)

- installation, disassembly/removal of advertising posters at the placement site (in Tokyo metro)

**event –**

- **9/6 1day** Shibuya mark event space
- **event area:** Shibuya
- **lease of the area for event:** 6,150 mm x D:7,075 mm  $\approx$  cca **43.5 m<sup>2</sup>**
- **Use of Electricity: Max 60A (100V)**
- Cost – construction, dismantling designated security guard cost, staff cost