

The AD List of 38th CIFF (Shanghai)

No.	Media Name	Position	Specification (H×W): m	Form/Material	Quantity	Price (RMB)	Price (\$)	Remarks
Peripheral Area								
1	Fence Advertising	Both Sides of the Fences of Pavilion Entrance	3×12	Fence Billboard	106	32,000	5,500	
2A	Floor Billboard Advertising in Subway Entrance	No.6 Subway Entrance	3×6	Floor Billboard	2	25,000	4,000	
2B	Floor Billboard Advertising in Subway Entrance	No.4 & No.5 Subway Entrance	3×6	Floor Billboard	6	20,000	3,000	
3	Guardrails Advertising	Green Fences of Pavilion	2×5	Guardrails Billboard	One For Every 15-24 Meters; Total 110 Blocks	10,000	1,500	the Minimum Order Quantity is 5 Blocks
Square Area								
4	Floor Billboard Advertising in North Square	North Square Area	4×8×2	Floor Billboard	Double Side: 12(11-22)	50,000	8,500	
5	Floor Billboard Advertising in South Square	South Square Ladders	4×8	Floor Billboard	22	28,000	4,500	
6A	Floor Billboard Advertising in West Square	West Square Area	4×8	Floor Billboard	4	35,000	6,000	
6B	Floor Billboard Advertising in East Square	East Square Area	4×8	Floor Billboard	4	35,000	6,000	
10	Small Flag Advertising	Square Area and Inner Pavilion Roads	2.1×1.4×Double Sides	Spraying Picture	270	5,000/pole	800/pole	>30 Pole
11	Big Flag Advertising	North Square Area	4.5×3.74×Double Sides	Spraying Picture	54	20,000/pole	3,000/pole	>20 Pole
12	AD of Water injection	Whole Area of Pavilion	4×1	Flag Cloth	Depend on Demand	3,000/pole	500/pole	>10 Pole
13	Guidepost Advertising	Square Area	0.53×0.34	Removable Glue	Depend on Demand	100/per	20/per	>100
14	AD on Iron Fence	Square Area	1.3×2	KT Board	Depend on Demand	2,000	400	
Facades of Office Building & Hotel								

No.	Media Name	Position	Specification (H×W): m	Form/Material	Quantity	Price (RMB)	Price (\$)	Remarks
15A	Advertising of Outer walls of Office Building & Hotel	Outer wall of Office Building & Hotel	28×50	Removable Glue	16	820,000	15,000	
15B	Advertising of Side walls of Office Building & Hotel	Side walls of Office Building & Hotel	27×13	Removable Glue	8	250,000	40,000	
Central Round Building & Diamond Building								
16	Advertising of Facades of Round Building/Diamond Building	Facades of Round Building/Diamond Building	1/5: 13.5×7.5	Paintings	16	100,000	15,000	
			2/4: 17×12	Removable Glue		180,000	30,000	
			3: 22.5×17.3			320,000	55,000	
			3(divided into 2 parts)			160,000	27,000	
Facades of Exhibition Hall								
18	Advertisement on Outer Glass Walls of NH	Outer Glass Walls of NH	10.5M (H) *7.6M(W)	Removable Glue	6	65,000	10,000	
19B	AD of Glass Curtain Wall at Entrance to South Platform	Glass Curtain Wall at Entrance to South Platform	1-3、6-8: 6.32×11.1	Removable Glue	8	60,000	10,000	
			4: 9.48×14			120,000	20,000	
			5: 6.32×14			75,000	12,000	
20	The outer wall ad of single hall	The outer wall ad of single hall	26×16.6	Removable Glue	3	400,000	65,000	
Inner Exhibition Hall Area								
21	Spraying Picture of Inner exhibition hall area	Inner exhibition hall area	Calculated by the largest area	Removable Glue	Depend on Demand	1,000/m ²	150/m ²	the length and width should less than 2m
22	The Streamer AD of NH	NH	8:7.5×27	Spraying Picture	15	200,000	35,000	
			Others:10×10			80,000	15,000	
23A	The Streamer AD in the single Exhibition hall	1H/2H/3H	12×8×Double sides	Spraying Picture	Depend on Demand	150,000	25,000	
23B	The Streamer AD of the first floor in Exhibition hall	4.1H-8.1H	4×6×Double sides	Spraying Picture	Depend on Demand	42,000	7,000	
23C	The Streamer AD of the second floor in Exhibition hall	4.2H-8.2H	4×6×Double sides	Spraying Picture	Depend on Demand	38,000	6,500	

No.	Media Name	Position	Specification (H×W): m	Form/Material	Quantity	Price (RMB)	Price (\$)	Remarks
The Area of 0m Floor								
26A	The AD above the Gate of Hall on the 0 m floor	The Glass wall above the entrance	Hall1/2: Gate 16: 9.25m (H) × 16.58m (W) Gate 19: 9.25m (H) × 16.58m (W)	Removable Glue	4	120,000	20,000	
			Hall3: Gate 17: 8m (H) × 16.12m (W) Gate 20: 8m (H) × 16.12m (W)		2	100,000	18,000	
			Hall4.1: Gate 17: 6.17m (H) × 16m (W) Gate 20: 6.17m (H) × 16m (W)		2	90,000	15,000	
			Hall5.1: Gate 17: 6.15m (H) × 16.26m (W) Gate 20: 6.15m (H) × 16m (W)		2	90,000	15,000	
			Hall6.1: Gate 17: 6.15m (H) × 16.26m (W) Gate 20: 6.15m (H) × 16m (W)		2	90,000	15,000	
			Hall7.1/8.1: Gate 17: 6.15m (H) × 16m (W) Gate 20: 6.15m (H) × 16m (W)		4	90,000	15,000	
			Small: 3.6×3.4		KT Board	32	12,000	
27	The light Box near the wall of 0 m floor traffic lane	the wall of 0 m floor traffic lane	2.2×4	Light Box	32	10,000	1,500	
28	The Double sides Floor Billboard on the 0 m traffic lane	0 m floor traffic lane	4×8, Double sides ; 4×2, Flank;	Floor Billboard (Double sides)	18	60,000	10,000	
29	The AD on the surface of automatic escalator	Automatic escalator	1.5×15	Removable Glue	10 (East 4;West 4;North 2)	15,000	2,500	
30	The Floor Billboard AD near the automatic escalator on the 0 m floor	Near the automatic escalator on the 0 m floor	2.6×4	Floor Billboard	52	8,000	1,500	
The Area of 8m Floor								
31	The Floor Billboard AD of the Southern Platform	the South Platform	4×8	Floor Billboard	8	25,000	4,000	

No.	Media Name	Position	Specification (H×W): m	Form/Material	Quantity	Price (RMB)	Price (\$)	Remarks
32	The Double sides Floor Billboard AD of the Western Platform	the West Platform	4×8×Double sides	Floor Billboard (Double sides)	4	65,000	11,000	
33	The Floor Billboard AD of the entrance of the Login Place(East/West Platform)	the entrance of (East/West Platform)	4×8	Floor Billboard	6	30,000	5,000	
			4×16.8			60,000	10,000	
34A	The Floor Billboard of the Login Place (West Platform)	Inner West Platform	7/12: 4×17	Floor Billboard	12	60,000	10,000	
			others: 4×8			30,000	5,000	
34B	The Floor Billboard of the Login Place (East Platform)	Inner East Platform	others: 4×8	Floor Billboard	12	30,000	5,000	
			12: 4×17			65,000	10,000	
34C	The light box ad on the Login Place(West Platform)	Inner West Platform	2.2×1.7	Light Box	30	8,000	1,500	
35A	The Patio Floor Billboard AD on the Exhibition Road of 8m floor	The East/West platform Patio of the 8 m floor	1/4/5/8: 3×6	Floor Billboard	8	15,000	2,500	
			2/3/6/7: 3×4			10,000	1,800	
35B	The Patio Floor Billboard AD on the Exhibition Road of 8m floor	Exhibition Road	3×6	Floor Billboard	6	15,000	2,500	
35C	The Patio Floor Billboard AD on the Exhibition Road of 8m floor	The side of the Automatic escalator on the Exhibition Road	3×8×2sides; the back side of NO.3/6/9/12 are be blocked by the escalator	Floor Billboard	12	40,000	6,500	
35D	The Patio Floor Billboard AD on the Exhibition Road of 8m floor	The Patio on the South Exhibition Road	4×8	Floor Billboard	12	30,000	5,000	
36	The Patio Floor Billboard AD on the Exhibition Road of 8m floor	Exhibition Road	2×4	Floor Billboard	48	7,000	1,200	
37	The Fence AD of the south Platform	The Fence of the south Platform	3.5×27	Paintings	1	75,000	13,000	
38A	The Patio Paintings AD on the Exhibition Road of 8m floor	The Patio on the South Exhibition Road	2/4/9/14: 3.5×24	Paintings	14	68,000	12,000	
			1/3: 3.5×48			135,000	25,000	
			5/6/7/8/10/11/12/13: 3.5×11			32,000	5,500	
38B	The Patio Paintings AD on the Exhibition Road of 8m floor	The South Patio	9×6	Paintings	4	50,000	8,500	
38C	The Patio Paintings AD on the Exhibition Road of 8m floor	The Patio on the East/West/North Exhibition Road	2/6/9: 2.8×16	Paintings	19	35,000	6,000	
			Others: 2.8×11			25,000	4,000	
			N1: 2.2×12			25,000	4,000	
38D	The Patio Paintings AD on the Exhibition Road of 8m floor	The Patio on the North Exhibition Road	9×18	Paintings	1	150,000	25,000	
39	The Paintings AD of the West Platform	The West Platform	3×12	Paintings	2	30,000	5,000	
40	The Scroll AD on the 8m Floor Exhibition Road	The Exhibition Road	1×4×Double Sides	Scroll	Depend on Demand	7,000	1,200	>10

No.	Media Name	Position	Specification (H×W): m	Form/Material	Quantity	Price (RMB)	Price (\$)	Remarks
41	The stairs AD of the West Platform	The both side of the stairs on the entrance of West Platform	3×8	Removable Glue or Floor Billboard	2	25,000	4,000	
42	AD on the Pillar body of the East/West Platform	East/West Platform	3×1.5×4 sides	Removable Glue	157	15,000	2,500	
43	The Scroll AD on the Center round of the 8m Exhibition Road	Exhibition Road	1×4×double Sides	Scroll	80	8,000	1,500	>10
45	The Floor Billboard AD near the automatic escalator on the 8 m floor	Near the automatic escalator on the 8 m floor	2.6×4	Floor Billboard	52	10,000	1,500	
46	AD on the inside of 8 m floor Hall between 1H and 2H	the inside of 1H&2H on the 8m floor	25×14	Spraying Picture	4	280,000	45,000	
The Area of 16m Floor								
48	Floor Billboard AD on the Patio of the 16m Floor	Patio on the 16m floor	3×6	Floor Billboard	18	15,000	2,500	
49A	The AD above the Gate of Hall on the 16 m floor	The Glass wall of the main entrance of 4.2H-8.2H	8.7×15.7	Removable Glue	20	12,000	20,000	
50	Ad of the Outer wall of traffic lane on the 16m floor	Outer wall of traffic lane on the 16m floor	10.8×14	Spraying Picture	24	120,000	20,000	
51	Ad of the Outer wall of traffic lane on the 16m Exhibition Hall	The Glass wall of both side on the Patio of East /West/South Hall	1: 8.9×24.4	Removable Glue	18	180,000	30,000	
			8/9/12/15: 9.7×24.5			180,000	30,000	
			others: 9.4×11			90,000	15,000	
52	AD above the Glass Wall on the entrance of the East/West Hall	Glass wall above the Hall East/West	East Hall: 7.4×16.4	Removable Glue	2	100,000	17,000	
			West Hall: 7.2×15.2			100,000	17,000	
54	The Floor Billboard AD near the automatic escalator on the 16 m floor	Near the automatic escalator on the 16m floor	2.6×4	Floor Billboard	40	10,000	1,500	
55	Patio of the traffic lane on the 16m floor	5.2-6.2 Hall, 7.2-8.2Hall	1.2×2.4	KT Board	180	2,500	400	
Others								
56	The special ad	Depend on demand	The height should less than 4m;The projected area should less than 20 m ²	the customer should make the ad own	Depend on Demand	4,500/m ²	750/m ²	Without prejudice to the need to set up fire safety, traffic flow evacuation premise

No.	Media Name	Position	Specification (H×W): m	Form/Material	Quantity	Price (RMB)	Price (\$)	Remarks
57	Shuttle Bus	50	2 sides in front of and behind car roof (Triangle) 1.15m(W)*0.58m (H) Left & right sides of car roof (Rectangle): 2.6m (W)*0.78m (H) Head : 1.28m (W)*0.25m (H) Tail: 1.35m (W)*0.8m (H) KT Board+Spraying Painting	KT Board	Depend on Demand	25,000 /vehicle	5,000 /vehicle	
61	Advertisement of Large Screen LED on East Langding Hall	East Langding Hall on the 8m Floor	2M(H)*4.5M(W)	LED Screen(avi, mp4);15s/90 times/day	1	40,000	6,500	
62	Advertisement of Large Screen LED on West Langding Hall	West Langding Hall on the 8m Floor	2M(H)*7.5M(W)	LED Screen(avi, mp4);15s/90 times/day	1	80,000	13,000	
63	Advertisement of Large Screen LED on East and West Passageway	East and West Passageway of the 0/8m Floor	2M(H)*10M(W) 1.2M(H)*8M(W); Double Sides;	LED Screen(avi, mp4);15s/90 times/day	8	20,000	3,000	
64	Advertisement of Large Screen LED on South and North Passageway	South and North Passageway of the 0/8m Floor	2M(H)*10M(W) 1.2M(H)*8M(W); Double Sides	LED Screen(avi, mp4);15s/90 times/day	4	25,000	4,000	
65	Advertisement of Large Screen LED on Passageway inside the Complex	The Passageway of the 0m/8m Floor inside the Complex	1.5M(H)*10M(W); Double Sides	LED Screen(avi, mp4);15s/90 times/day	8	15,000	2,500	
			1.2M(H)*8M(W); Double Sides	LED Screen(avi, mp4);15s/90 times/day	4	15,000	2,500	
66	Advertisement of Large Screen LED cover the Complex	All Passageway inside the Complex	Consult the term 63-67 Size	LED Screen(avi, mp4);15s/90 times/day	31	540,000	90,000	
67	Lounge Chair Advertisement	0m&8m&16m	1.65M(L)*0.45M(H)/Group	Removable Glue	1300	600	100	

No.	Media Name	Position	Specification (H×W): m	Form/Material	Quantity	Price (RMB)	Price (\$)	Remarks
68	Lounge Chair Advertisement(in Specified Area)	0m&8m&16m	1. 65M(L)*0. 45M(H)/Group	Removable Glue	1300	800	150	