

Gambir Station Advertising Rates



Gambir Station

Recognised for its lime-green ceramic facade, Gambir is the prime station for executive and business class travellers. The station focus on high class travellers and in contradiction to Jakarta-Kota it is not a stop for the commuter trains.

From this station the famous Argo-Bromo train departs to various cities in Indonesia. QSi have 12 displays supporting Full HDMI, located in the ticket counters and central hall of the station.



Use **Time Exclusive Campaigns** to generate attention and foot traffic to a promotion or activity at the station enabling consumers to touch, taste or smell the products...

Standard campaigns



Price per month for 204 showings daily
i.e one showing every 5 minutes for 17 hours/day (operational hours).

15 second slot	IDR 15,180,000
30 second slot	IDR 27,830,000
45 second slot	IDR 37,950,000
60 second slot	IDR 45,540,000

Time Exclusive campaigns

Generates foot traffic to your promotion

A Time Exclusive campaign enables you to allocate 20 minutes of airtime within a certain hour of the day. You can select airtime period freely and effectively use our medium to market promotion activities in the station.

With our live stream function (service charge will apply) we can stream live pictures from a promotion to our displays to enhance the marketing impact.



Time Exclusive



For any further enquiries call 021 314 3044 / 0858 8179 3052

*Gross price (excluding any taxes) valid until 31-12-2011 whereas price validity period may be adjusted without prior notification.

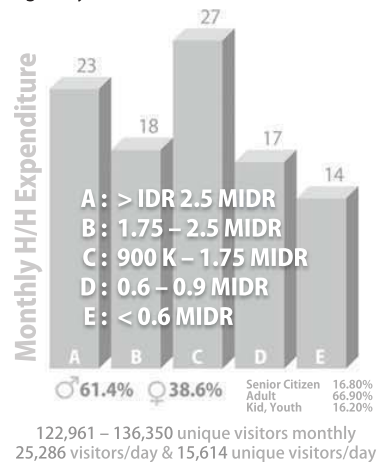
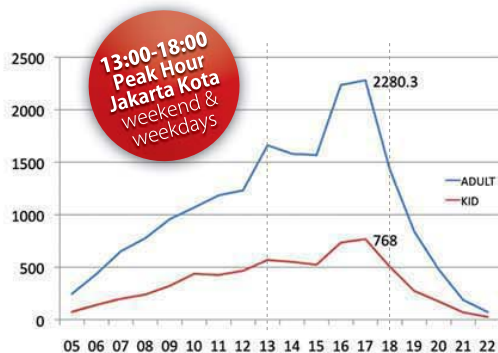
Jakarta-Kota Station Advertising Rates



Jakarta Kota Station

Jakarta-Kota station (built 1870) is a terminal train station which was initially named Batavia Zuid by the Dutch. It is today an historical and cultural landmark in Jakarta and an important station for the commuter and long distance trains.

QSi have installed 10 displays (52") which are strategically located in the ticket and waiting areas. Generating over 28,000 views per day from 16,000 unique visitors it offers a great exposure and branding opportunity.



Standard campaigns



Price per month for 204 showings daily
i.e. one showing every 5 minutes for 17 hours/day (operational hours).

15 second slot	IDR 13,800,000
30 second slot	IDR 25,300,000
45 second slot	IDR 34,500,000
60 second slot	IDR 41,400,000

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Bogor Station Advertising Rates



Bogor Station

Bogor is situated 60km south of Jakarta having approximately a population of 3 million. The train station in Bogor provides an important connection to Jakarta.

The Economy class trains departs to Jakarta-Kota station every 20 minutes and offers a convenient way for the daily commuters to reach the capital of Indonesia.

QSi have 4 displays supporting Full HDMI, located in the ticket counters and central hall of the station.

Standard campaigns



Price per month for 204 showings daily
(i.e. one showing every 5 minutes for 17 hours/day (operational hours)).

15 second slot	IDR 13,800,000
30 second slot	IDR 25,300,000
45 second slot	IDR 34,500,000
60 second slot	IDR 41,400,000

Time Exclusive campaigns

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DA4RID - Advertising Rates

SLOT SIZE (seconds)	STATION RATE CARD*			Book all 3 stations & enjoy 30% discount
	Kota	Gambir	Bogor	
15	13.8	15.1	13.8	29,946,000
30	25.3	27.8	25.3	54,901,100
45	34.5	37.9	34.5	74,865,000
60	41.4	45.5	41.4	89,838,000

Advertising Rates

* million rupiah

Technical Specification

Jakarta-Kota Station has 10 units 52" LCD displays showing media in FULL HDMI resolution. We provide over 99% up-time.

Acceptable files

Supported format for Video files are MP4 or MPEG format. Supported format for static pictures are JPEG, BMP or PNG. Maximum pixel dimensions for media files are 800 x 600px.

File Transfer

Campaign files can be uploaded via your Media Management account in our Media Management System (MMS). For first time campaign customers media files will be uploaded by QSi and our exclusive agent in Indonesia, PT. Delphi Utama.

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DA4RID - Advertising Rates

Need Based Media



The term "Need Based Media" refers to our method of generating a high amount of conscious views to our medium. Digital Advertisement For Railway Information Displays (DA4RID) offers an innovative solution to generate awareness by providing advertising side-by-side with vital travel information. Hence it is a more effective method of achieving a high awareness than standard digital signage or outdoor advertising.

Up to
74,000
views per
day

Benefits DA4RID

Our media partners can expect and enjoy the following benefits from marketing in Jakarta-Kota Station:

- **Need Based Media**
- **Located in Central Business District**
Glodok, Mangga Dua, Ancol & busway.
- **Supports smart media campaigns**
Standard, Time Exclusive & Remnant.
- **Strategic display location**
Ticket counters & waiting area
- **High amount of visitors**
- **Excellent picture clarity**
High Definition Multimedia Interface
- **Excellent campaign reporting**
- **Competitive pricing**
Low CPM (cost per thousand views)
- **Suitable for consumer products**
- **Consumptive buyers**
Family members & youth

For any further enquiries call +62 21 314 3044 or email to media@du-qsi.com