

# 上海磁浮列车及龙阳路车站 广告媒体

SHANGHAI MAGLEV TRAIN & LONG YANG  
STATION  
ADVERTISING MEDIA



上海磁浮交通发展有限公司  
Shanghai Maglev Transportation Development Co., Ltd.

磁浮列车

Maglev Train

广告媒体

Advertising Media



车站广场

Square

广告媒体

Advertising Media



车站站厅

Hall

广告媒体

Advertising Media



车站站台

Platform

广告媒体

Advertising Media



### 1 磁浮列车介绍

上海磁浮列车西起地铁二号线龙阳路站，东到上海浦东国际机场，全程30公里只需7分20秒，是目前世界上唯一投入商业运营的磁浮列车。

上海磁浮列车于2001年3月1日开工建设，2002年12月31日投入运行，最高时速430公里，两车交汇时速700公里，被吉尼斯授权为世界最快的列车。

迄今为止，上海磁浮列车完成安全运营119万公里，载客218万人次，并吸引了全球范围内政界、商界的广泛关注。其中：

#### 政界

1. 2001年9月，时任国务院总理朱镕基和德国总理施罗德首次访问磁浮施工现场，为磁浮列车第一根轨道梁剪彩。
2. 2002年12月31日，时任国务院总理朱镕基和正在中国访问的德国总理施罗德再度亲临磁浮，为上海磁浮列车示范运营线试运行通车剪彩，并一同乘坐了首发的磁浮列车。
3. 2004年7月26日，中共中央总书记胡锦涛同志在市委陈良宇书记、中央办公厅王刚主任、韩正市长等领导陪同下，乘坐并参观了磁浮列车。
4. 磁浮投入运行至今，已有德国、丹麦、芬兰、意大利、英国、爱尔兰、荷兰、瑞典、澳大利亚、日本以及港澳台等国家地区13位元首和政府首脑、我国多位党政领导人以及近230位省部级以上的领导干部来上海磁浮线视察、乘坐了磁浮列车。

#### 商界

1. 2003年财富论坛年会，世界企业500强成员组织参观并乘坐了磁浮列车。
2. 2003年3月，上海磁浮列车冠名权面向全世界进行拍卖。经过激烈紧张的争夺，最后由上海新湖房产开发公司以2090万竞拍成功，获得一辆磁浮列车两年冠名权，以“新湖明珠号”命名，并举行了首发式。
3. 2003年9月，福布斯全球行政总裁会议后，约30位福布斯论坛嘉宾兴致盎然地乘坐了磁浮列车。
4. 2004年7月，西门子中国百年庆典在磁浮龙阳路车站举行。

### 1 Brief Account of Maglev Train

Shanghai Maglev Line begins in the west from the Longyang Road Station of Metro Line 2 and ends in the east at Shanghai Pudong International Airport. It takes only 7 minutes and 20 seconds for the maglev train to cover the 30 km long line. The line is the first commercial operation maglev train in the world.

Shanghai Maglev line began its construction on March 1, 2001 and the train was put into trial operation on December 31, 2002. The maximum speed is 430 km/h and the speed at which two trains intercross each other reaches 700 km/h. The train has been authorized by Guinness Records to be the fastest train in the world.

So far, Shanghai maglev train has succeeded in safe operation up to 1 million km and attracted the attention of political circles, economic & trade circles, entertainment circles and other celebrities all over the world.

#### Political Circles

1. In September, 2001, former Chinese Premier Zhu Rongji and German Chancellor Schröder paid their first visit to Shanghai maglev construction site and cut the ribbon for its first guideway girder.
2. On December 31, 2002, former Chinese Premier Zhu Rongji and the visiting German Chancellor Schroder attended in person the inauguration ceremony, cut the ribbon for the train's first trial operation and rode the train together in its maiden trip.
3. On July 26, 2004, Hu JinTao, the General Secretary of CPC Central Committee, accompanied by Wang Gang, Director General of the General Office of CPC Central Committee, Chen LiangYu, the CPC Secretary of Shanghai Municipality, Han Zheng, the Mayor of Shanghai and other leaders, rode and toured the maglev train.
4. Since the operation of Shanghai maglev train, 13 heads of State and government of countries of Germany, Denmark, Finland, Italy, the United Kingdom, Ireland, Holland, Sweden, Australia, Japan and the special administrative regions of Hong Kong and Macau, and domestically a number of Party and Government leaders and about 230 leading cadres holding levels higher than provincial and Ministerial positions have made either a tour of inspection to or ridden the maglev train.

## 磁浮列车介绍 Advertising Media

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### Commercial Circles

1. During Annual Meeting of Fortune Forum 2003, members of Top 500 enterprises were organized to tour and ride the maglev train.
2. In March 2003, the name crowning of one maglev train was sold by auction to the world. After fierce and intense competition, finally Shanghai Xin Hu Property Development Company succeeded in winning the right of crowning its name on one maglev train at the price of CNY 20.9 million for two years. One maglev train was named 新湖明珠号 (Xin Hu Pearl Train) and an inaugural meeting was held.
3. In September, 2003, about 30 distinguished guests attending Forbes Forum rode the maglev train in high spirits after the Forbes Global CEO meeting.
4. In July, 2004, Siemens Centennial Celebration was held at the Maglev Longyang Road Station.



#### 2 磁浮广告的卖点

##### 政府公关

上海磁浮列车以其独特的魅力吸引了各国各级的元首、要人，得到了大量的支持与信任。借助磁浮的此项优势，企业将能直接影响政府层面，提升品牌形象，促进政府购买，获得非常有利的发展条件。

##### 媒体关系

上海磁浮列车的相关信息已成为广大媒体争相报道的新闻热点，据不完全统计，磁浮列车至今在国内各大主流媒体的相关报道已达1600余篇，网络链接22万条，国际主流电台电视新闻报道更是不计其数（如中央电视台、中国新闻社、东方电视台、解放日报、新民晚报、香港经济日报、德国新闻社、法国新闻社、日本共同社、美联社、塔斯社、路透社等），上海磁浮交通发展有限公司(SMTDC)同各大新闻媒体单位建立了良好的关系。

借助磁浮列车时尚的脉搏，博得良好的媒介展示机会，对品牌提升和产品销售有极大的促进作用。

##### 受众实力

据调查，磁浮乘客普遍的特点是：教育程度高（大学及大学以上学历占69%），年龄集中在26—45岁，且多来自经济发达地区及国家，其中以德国、日本、香港和美国乘客居多。

由于磁浮列车的特殊性，其乘客相对于一般交通工具所承载的乘客，在经济能力和购买能力上均有突出的优势，且较易接受新兴事物。

对此类乘客投递企业信息，将有非常高的针对性和到达率。

#### 2 Merits of Maglev Advertisement

##### Relations with the Government

The unique charms of the maglev attracts heads of various countries and important personages at all levels, and maglev wins wide trust and support. With the help of such advantages, an enterprise is able to directly influence the level of a government, elevate the image of a brand and help to bring about governmental purchase and gain very favorable conditions for development.

##### Relations with the media

The events of the maglev have become a news light-spot that the vast media has to report. According to incomplete statistics, so far, relevant news reports by various major mainstream media have reached more than 1,600 pieces, web-links up to 220 thousand and news reports by foreign mainstream radio, TV stations even more, too many to count (e.g. China Central TV Station, China News Press, Oriental TV station, Jie Fang Daily, Xin Min Evening News, Hong Kong Economic Daily, German Press, French Press, Japan Kyodo News Service, Associated Press, TASS, the Reuter etc.). Shanghai Maglev (herein after calls SMTDC) has established good relationship with various major media.

With the aid of the fashion pulse of maglev, a good opportunity to show oneself in the media has come, which plays a great role in promoting the elevation of brand and the sale of products.

##### Strength of Audience

According to a survey, the universal characteristics of maglev passengers are: higher education (university degree and higher accounts for 69%); mostly in the age group between 26 to 45, and mostly from economic developed countries/regions (the majority of the passengers come from Germany, Japan, Hong Kong and the United States).

Owing to the peculiarity of the maglev train, the passengers have prominent advantages over those of normal transport means in terms of economic capability and purchasing power. Moreover, they are readily receptive to new things.

To transmit enterprise information to such a group of passengers will achieve very high aim-taking accuracy and arriving percentage.

## 广告合作内容与报价 Cooperative Contents and Quotation for Advertisement

### 3 磁浮各项广告合作内容与报价

#### 3.1 冠名权——合作内容与报价

- ◆ 联合举办新闻发布会，邀请媒体参加；
- ◆ 合作单位可以在SMTDC允许范围内以上海磁浮列车、广场、站厅、站台为背景拍摄广告片；
- ◆ 合作期内SMTDC配合企业进行2~4次商业活动；
- ◆ 在SMTDC指定的范围内使用SMT的LOGO和其他标志。
- ◆ 赠送该列车车身广告和车内座椅广告

合作期限	人民币价格 (单位: 万元)	欧元价格 (单位: 万元)
一年	1800	180
二年	3000	300
三年	4000	400

### 3 Cooperative Contents and Quotation for Maglev Advertisement

#### 3.1 Name Crowning Right - Cooperative Contents and Quotation

- ◆ Hold joint news conferences and invite news media to participate;
- ◆ The cooperative enterprise is allowed to shoot advertisement film or video by using the maglev background within the permitted scope of SMTDC;
- ◆ Make 2~4 times of commercial activities in the cooperative period;
- ◆ Use the maglev LOGO or other symbols within the designated scope of SMTDC;
- ◆ Complimentary carbody advertisements and interior chair advertisements.

Cooperative Period	Price (figures in million CNY)	Price (figures in million EUR)
One year	18	1.8
Two years	30	3
Three years	40	4



## 广告合作内容与报价 Cooperative Contents and Quotation for Advertisement

若企业不进行冠名，仅在车身和座椅上印刷企业广告，SMTDC除配合广告印刷外不再提供其它内容，报价如下：

If the enterprise name is not crowned on the maglev train and only the enterprise name is posted on carbody and chairs, SMTDC will help printing the advertisement and do the advertisement without providing additional contents, the quotation is listed below:

车身广告	合作期限	人民币价格 (单位: 万元)	欧元价格 (单位: 万元)
	三个月	450	45
	半年	650	65
	一年	1000	100
座椅广告	合作期限	人民币价格 (单位: 万元)	欧元价格 (单位: 万元)
	三个月	40	4
	半年	60	6
	一年	100	10

Carbody Ads	Cooperative Period	Price (figures in million CNY)	Price (figures in million EUR)
	Three months	4.5	0.45
	Half a year	6.5	0.65
	One year	10	1
Chair Ads	Cooperative Period	Price (figures in million CNY)	Price (figures in million EUR)
	Three months	0.4	0.04
	Half a year	0.6	0.06
	One year	1	0.1

车内不干胶墙贴：200万/年列



3.2指定专用

- ◆ 合作期内企业可以“上海磁浮列车指定专用产品”进行商业宣传;
- ◆ 联合举办新闻发布会,邀请媒体参加;
- ◆ 合作单位可在SMTDC允许范围内以上海磁浮列车、广场、站厅、站台为背景拍摄广告片;
- ◆ 合作期内上海磁悬浮配合企业进行1~2次商业活动;
- ◆ 在SMTDC指定的范围内使用SMT的LOGO和其他标志。

价格:

单项指定人民币报价: 300—500万人民币/年

单项指定欧元报价: 30—50万欧元/年

**3.2 Exclusively Designated**

exclusively used by Shanghai Maglev Train.

- ◆ The enterprise can make commercial propaganda of " ExclusivelyUsed by Shanghai Maglev Train" within the cooperative period;
- ◆ Hold joint news conferences and invite news media to participate;
- ◆ The cooperative enterprise is allowed to shoot advertisement film or video by using the maglev background within the permitted scope of SMTDC;
- ◆ Make 1~2 times of commercial activities in the cooperative period;
- ◆ Use the maglev LOGO or other symbols within the designated scope of SMTDC.

Price:

designated single-item advertisement: RMB 3 ~ 5 million/year

designated single-item advertisement: Euro 0.3 ~ 0.5 million/year

## 广告合作内容与报价 Cooperative Contents and Quotation for Advertisement

### 3.3 车站广告 广告效果图和分项报价附后

位置	广告内容	合作期限	人民币价格 (单位: 万元)	欧元价格 (单位: 万元)
一楼	灯箱4、橱窗2、广告栏2、指示亭 2、广场墙贴 1	半年	109.2	10.92
		一年	168	16.8
二楼	灯箱12、通道墙贴12、悬挂式灯布10	半年	335.4	33.54
		一年	516	51.6
三楼	挂壁式看板10、立体看板4	半年	332.8	33.28
		一年	542	54.2
整个车站	包括以上全部内容	一年	1042.1	104.21

注:

1. 一个楼层全年价格: 各广告位单项价格之和
2. 一个楼层半年价格: 全年价格的65%
3. 整个车站价格: 三个楼层价格总和的85%

### 3.3 Station Advertisement Advertisement effect drawings and breakdown quotations are detailed in Annex2.

Location	Ads Content	Period	Price (figures in million CNY)	Price (figures in million EUR)
First Floor	4 lamp-boxes, 2 showcases, 2 adscolumn, 2 indicatingboxes, 1 plaza wallposter	Half a year	1.092	0.1092
		One year	1.68	0.168
Second Floor	12 lamp-boxes, 12 aisle posters, 10 suspension lamp cloth	Half a year	3.354	0.3354
		One year	5.16	0.516
Third Floor	10 Wall-hanging viewing-boards, 43-dimensional viewing	Half a year	3.328	0.3328
		One year	5.42	0.542
Entire Station	All the above contents are included	One year	10.42	1.042

Note:

1. One-year price of the first, the second and the third floor advertisements is the sum of the unit prices of all the ads positions. See Annexes 2 for single-item prices.
2. Half-year price: 65% the price of the one-year price.
3. Price of the entire station: 85% the total price of the first, second and third floors' prices.

1F

总体分布  
Layout

广告媒体形式与位置分布  
Media Type and Location

AD 指示广告亭  
Direction Booth



AB 广场广告墙  
Concourse Billboard



AN 旅游信息广告墙  
Notice Board



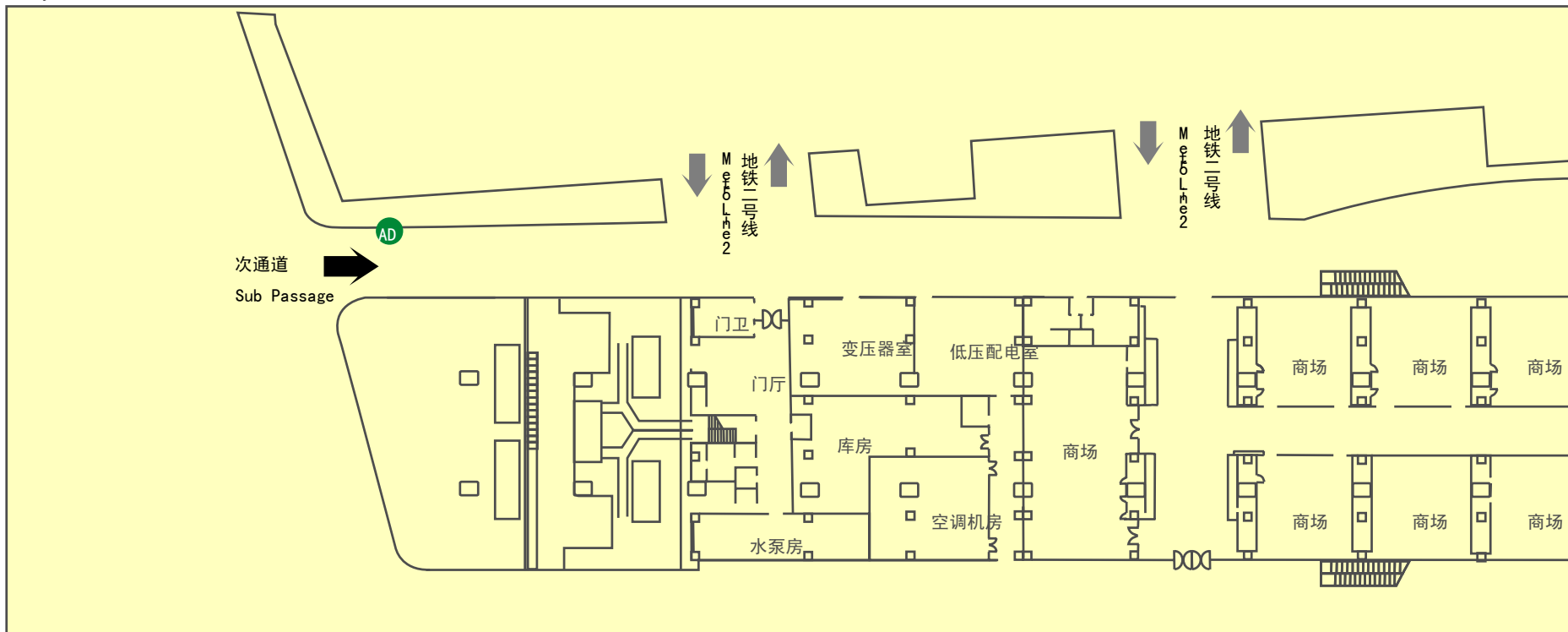
AS 品牌广告橱窗  
Showcase



AL 室内广告灯箱  
Indoor Lightbox



底层平面图  
Layout of 1F



AD



现在的指示亭 Current Shape



开发形式参考 Development Shape

媒体形式 Media Type	数量 Number	面积 Content	尺寸 ( WxHx面 ) Size (WxHxsides)	工艺 Craft	价格 Price
立式多面体指示广告亭 Direction Booth	2		100cmx50cmx4		

AB



入口主通道墙面  
Entrance of Main Passage

媒体形式 Media Type	数量 Number	面积 Content	尺寸 ( WxH) Size (WxH)	工艺 Craft	价格 Price
广告墙 Concourse Billboard	1	38.98m <sup>2</sup>	1083cmx360cm		



磁浮车站南北通道  
South-North Passage



媒体形式 Media Type	数量 Number	面积 Content	尺寸 ( LxWxH ) Size (LxWxH)	工艺 Craft	价格 Price
信息广告栏 Notice Board	2	15.62m <sup>2</sup>	710cmx94cmx220cm		

AS



磁浮车站南北通道  
South-North Passage

媒体形式 Media Type	数量 Number	面积 Content	尺寸 (LxW xH) Size (LxWxH)	工艺 Craft	价格 Price
广告橱窗 Showcase	2	15.62m <sup>2</sup>	710cm x 94cm x 220cm		

效果图  
Effect Drawing

底层  
1F

室内广告灯箱  
Indoor Lightbox

1FAL01-04

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AL



磁浮科技馆出口通道  
Exit to Science Museum

媒体形式 Media Type	数量 Number	面积 Content	尺寸 ( WxH) Size (WxH)	工艺 Craft	价格 Price
广告灯箱 Indoor Lightbox	4	22m <sup>2</sup>	116cmx173cm		

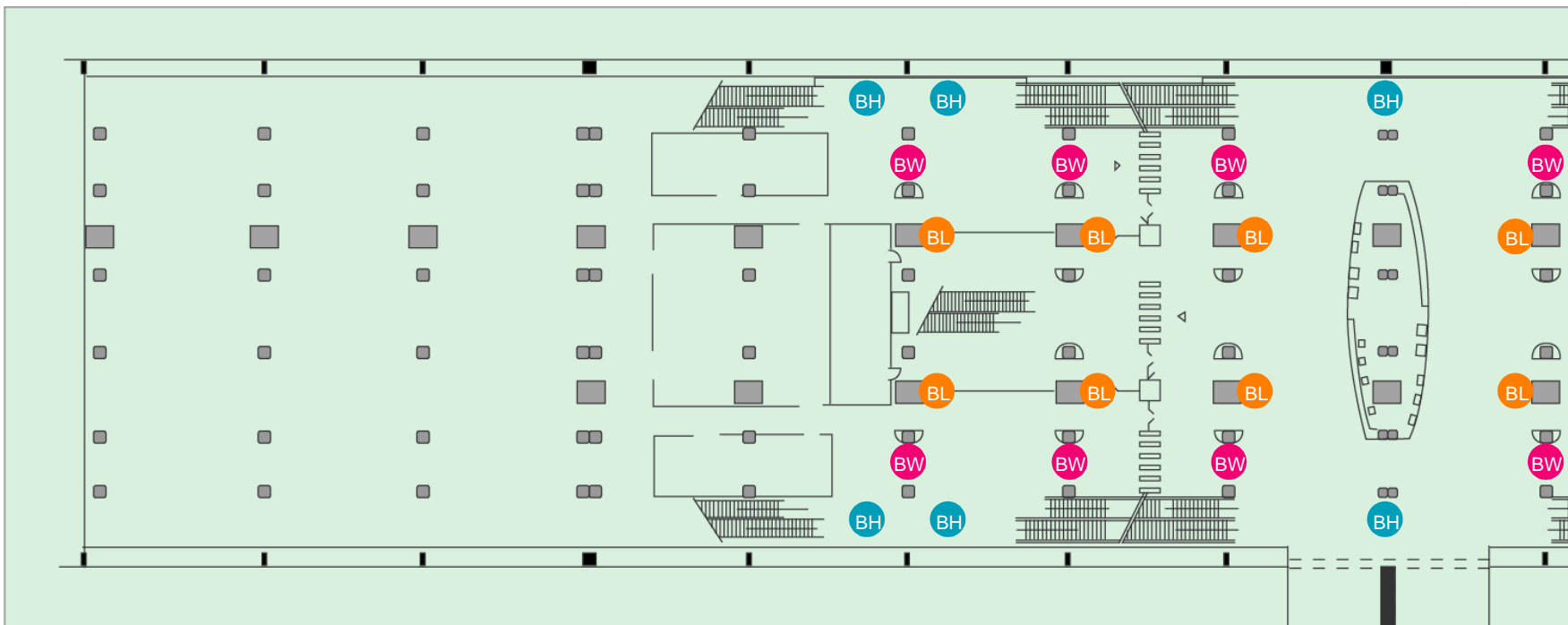
BH 灯箱广告墙柱  
Passage Hanging

BW 粘贴广告  
Passage Wallcovering

BL 悬挂式灯布广告  
Entrance Lightbox



底层平面图  
Layout of 2F



效果图  
Effect Drawing

站厅层  
Hall

悬挂式灯布广告  
Passage Hanging

2FBH01-10

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BH



北电梯入口通道  
Entrance Through North Escalator

媒体形式 Media Type	数量 Number	面积 Content	尺寸 ( WxHx面 ) Size (WxHxsides)	工艺 Craft	价格 Price
悬挂式 Passage Hanging	10	16m <sup>2</sup>	400cmx200cmx2		

效果图  
Effect Drawing

站厅层  
Hall

悬挂式灯布广告  
Passage Hanging

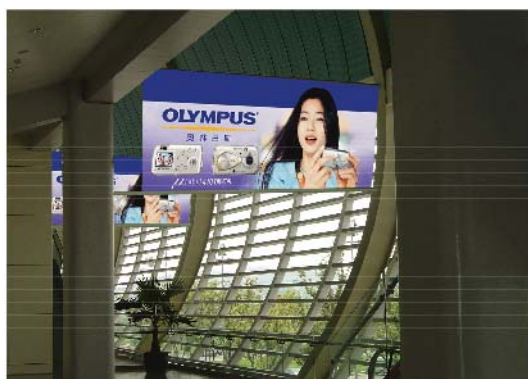
2FBH01-10

16

BH



南北上楼电梯入口通道  
Entrance Through Upward Escalator



站台下楼电梯出口通道  
Exit Through Downward Escalator

效果图  
Effect Drawing

站厅层  
Hall

墙柱粘贴广告  
Passage Wallcovering

2FBW01-12

17

BW



站厅出口通道  
Exit of the Hall

站厅进口通道  
Entrance of the Hall



媒体形式 Media Type	数量 Number	面积 Content	尺寸 ( WxH ) Size (WxH)	工艺 Craft	价格 Price
墙柱粘贴广告 Passage Wallcovering	12	10.4m <sup>2</sup>	322cmx323cm		

BL



站厅层进站检票口通道  
Check Point

媒体形式 Media Type	数量 Number	面积 Content	尺寸 ( WxH ) Size (WxH)	工艺 Craft	价格 Price
灯箱广告 Entrance Lightbox	12	16m <sup>2</sup>	136cmx160cm		

效果图  
Effect Drawing

站厅层  
Hall

总体分布  
Layout

3F

广告媒体形式与位置分布  
Media Type and Location

19



站台立体看板 (东面)  
Platform Neon Sign (east)



站台立体看板 (西面)  
Platform Neon Sign (west)



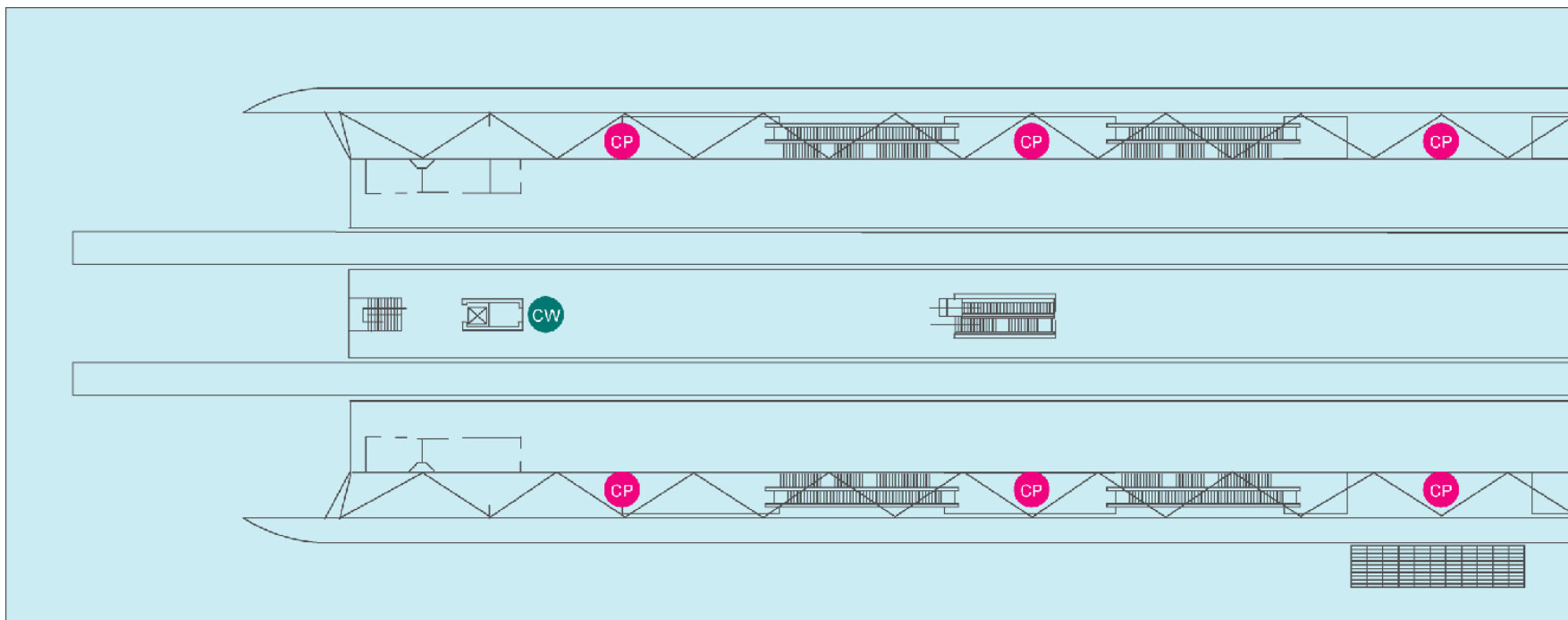
站台立体看板 (两侧)  
Platform Neon Sign (flank)



悬挂式灯布广告  
Platform Panel



底层平面图  
Layout of 3F





**CW** 站台立体看板（西面）  
Platform Neon Sign (west)



**CE** 站台立体看板（东面）  
Platform Neon Sign (east)



**CN** 站台立体看板(两侧)  
Platform Neon Sign (flank)

站台层东西两侧 Platform

媒体形式 Media Type	数量 Number	面积 Content	尺寸 (LxW xH) Size(LxWxH)	工艺 Craft	价格 Price
站台立体看板（东面） Platform Neon Sign (east)	1	10.7m <sup>2</sup>	476cm x386cm x250cm		
站台立体看板（西面） Platform Neon Sign (west)	1	42m <sup>2</sup>	560cm x278cm x250cm		
站台立体看板 两侧 Platform Neon Sign (flank)	1	10.7m <sup>2</sup>	510cm x280cm x100cm		
	1	10.7m <sup>2</sup>	510cm x280cm x100cm		

效果图  
Effect Drawing

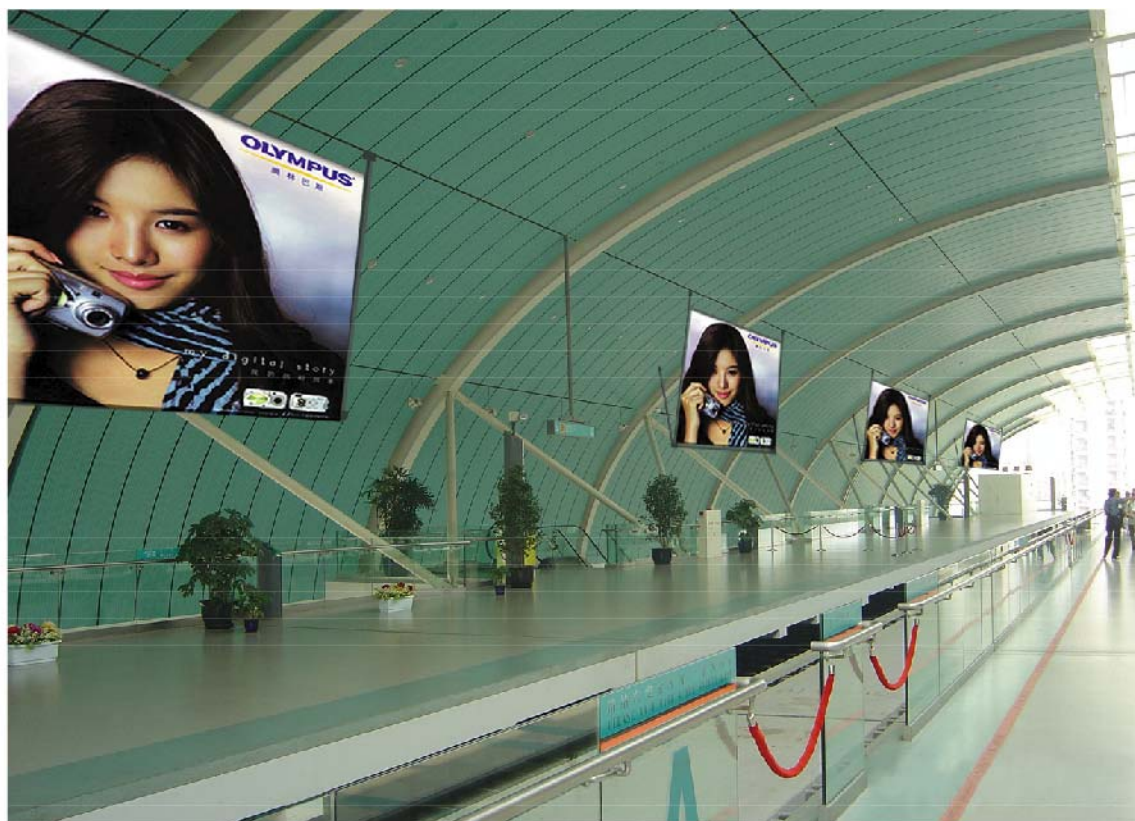
站台层  
Platform

悬挂式广告  
Platform Panel

3F CP01-10

21

CP



站台层两侧  
Platform

媒体形式 Media Type	数量 Number	面积 Content	尺寸 (W xH) Size(WxH)	工艺 Craft	价格 Price
悬挂式广告 Platform Panel	5+5	21m <sup>2</sup>	600cm x350cm		

CP



站台层两侧  
Platform



## 磁浮车站广告分项报价表

Station advertisement breakdown quotations form

位置编号 Site No.	数量 Number	媒体类别 Media Type	媒体面积 Media Size	人民币单价 Price (元/年) (CNY/year)	欧元单价 Price (元/年) (EUR/year)
1FAD01-02	2	指示广告亭 Direction Booth	1000mm (L)*500mm (W)*40mm (H)	60000	6000
1FAB01	1	广场墙贴 Concourse Billboard	10830mm (L)*3600mm (H)	500000	50000
1FAN01-02	2	旅游信息广告栏 Notice Board	7100mm (L)*940mm (W)*2200mm (H)	220000	22000
1FAS01-02	2	品牌广告橱窗 Show case	7100mm (L)*940mm (W)*2200mm (H)	190000	19000
1FAL01-04	4	品牌广告灯箱 Indoor Lightbox	1160mm (W)*1730mm (h)	60000	6000
一楼小计				1680000	168000
2FBH01-10	10	悬挂式灯布广告 Passage Hanging	4000mm (W)*2000mm (H)*2	300000	30000
2FBW 01-12	12	强柱粘贴广告 Passage Wallcovering	3220mm (W)*3230mm (H)	100000	10000
2FBL01-12	12	灯箱广告 Entrance Lightbox	1360mm (W)*1600mm (H)	80000	8000
二楼小计				5160000	516000
3FCN01-02	2	站台立体看板 (两侧) Platform Neon Sign (flank)	5100mm (L)*2800mm (W)*1000mm (H)	160000	16000
3FCW 01	1	站台立体看板 (西面) Platform Neon Sign (west)	5600mm (L)*278mm (W)*2500mm (H)	300000	30000
3FCE01	1	站台立体看板 (东面) Platform Neon Sign (east)	4760mm (L)*3860mm (W)*2500mm (H)	800000	80000
3FCP01-10	10	挂壁式看板 Platform Panel	6000mm (W)*3500mm (H)	400000	40000
三楼小计				5420000	542000
总计:				12260000	1226000