

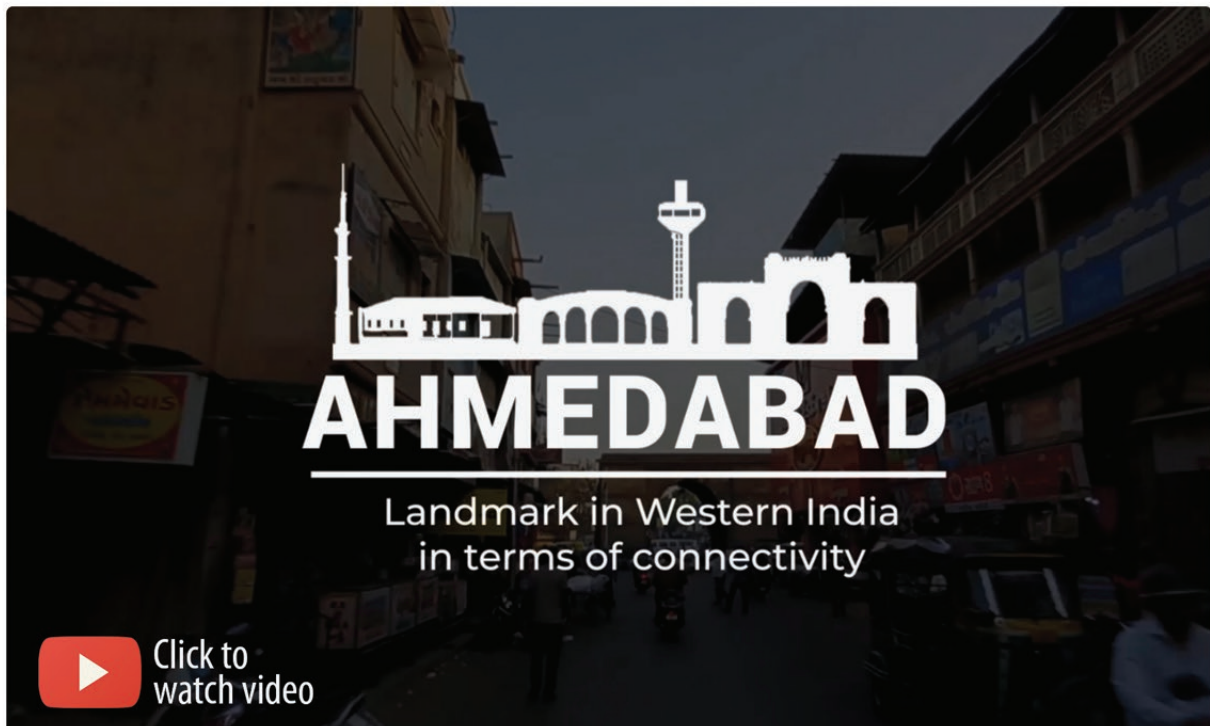
# Branding at, Hubtown

## What is Hubtown?

Designed by internationally acclaimed architectural firm Woods Bagot, Hong Kong, Joyos Hubtown is a highly sophisticated modern Bus Terminus Facility where traders not only get to enhance their businesses but also widen their target audiences. Several special amenities are missioned to boost and flourish trades. Ranging from well-planned basement parking to modern restrooms with international standards, security and remarkable aesthetics, Joyos Hubtown, Ahmedabad does it all.



## Project Overview



## Kiosks - Drive Way

The kiosks over the platform area provide an unprecedented advantage to capture the attention span for every boarding passenger.

Size : 3x5 ft.

Light Type : Backlit

Units : 32



## Kiosks - Platform Area

The kiosks over the platform area provide an unprecedented advantage to capture the attention span for every boarding passenger.

Size : 3x8 ft.

Units : 14



## Signboards - Waiting Area

The Signboards are equipped with a perfect eye-level placement with large spaces which are idealistic for brands.

### Waiting Area Signboard 1 - Platform 6

Size : 24x12 ft.

Units : 1

### Waiting Area Signboard 2 - Platform 6

Size : 11x12 ft.

Units : 1

### Waiting Area Signboard 3

Size : 17x9 ft.

Units : 1

### Waiting Area Signboard Cluster

Size : 12x6 ft.

Units : 18



## Signboards - Entry

The Signboards are equipped with a perfect eye-level placement with large spaces which are idealistic for brands.

### Entry Signboards

Size : 20x10 ft.  
Units : 3

### Entry Signboards - RHS Wall

Size : 20x5 ft.  
Units : 1



## Platform 25 - LHS Wall

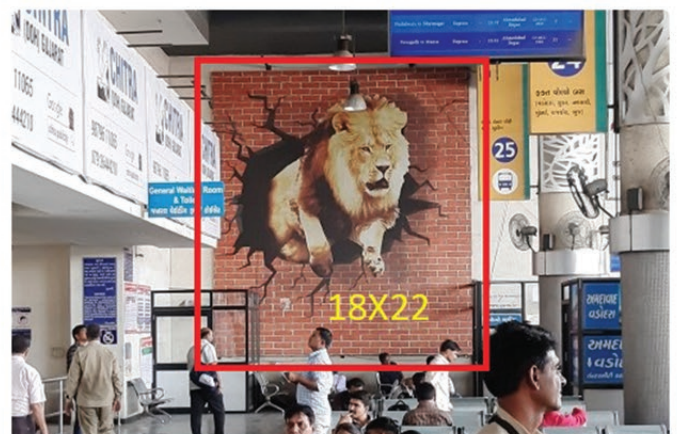
The Boards on the Bus Platforms get a sure shot viewership from all the bus passengers boarding on a bus with perfect eye-level placement

Size : 36x12 ft.  
Units : 1

## Platform 20 to 25 - Tiger Wall

The Boards on the Bus Platforms get a sure shot viewership from all the bus passengers boarding on a bus with perfect eye-level placement

Size : 18x22 ft.  
Units : 1



## Stepper Hoardings - Entry

Stepper hoardings provide a unique solution to brands where they get to showcase multiple products on a single cluster.

Size : 20x20 ft.

Units : 11



## Stepper Hoardings - LH Side

Stepper cluster can specifically be utilised by brands who want to activate customers remotely from an App. Design can guide customers, how to get started.

Size : 20x10 ft.

Units : 14

Size : 12x20 ft.

Units : 1

Size : 30x10 ft.

Units : 1

## Chitra Publicity Co. (OOH) Gujarat - Inventory Details

SR.	DESCRIPTION	W	H	TYPE	SQFT.	UNITS	TOTAL SQFT.	LIGHT	RATE
<b>Indoor Platform Media List</b>									
1	Kiosks Drive Area	3	5	Double	30	32	960	BL	255,000
2	Kiosks Platform Area	3	8	Double	48	14	672	NL	140,000
3	Entry Signboard - RHS Wall	20	5	Single	100	1	100	BL	25,000
4	Entry Signboard	20	10	Single	200	3	600	NL	45,000
5	Waiting Area Signboard 1 - Platform 6	24	12	Single	288	1	288	FL	18,000
6	Waiting Area Signboard 2 - Platform 6	11	12	Single	132	1	132	FL	9,000
7	Waiting Area Signboard 3	17	9	Single	153	1	153	FL	8,000
8	Waiting Area Signboard Cluster	12	6	Single	72	18	1296	FL	80,000
9	Platform 20 to 25 - Tiger Wall	18	22	Single	396	1	396	NL	25,000
10	Platform 25 - LHS Wall	36	12	Single	432	1	432	NL	25,000
11	Stepper Hoardings - Entry	20	20	Single	400	11	4400	NL	275,000
12	Stepper Hoardings	20	10	Single	200	14	2800	NL	175,000
13	Stepper Hoardings	12	20	Single	240	1	240	NL	12,500
14	Stepper Hoardings	30	10	Single	300	1	300	NL	18,750