



澳門輕軌股份有限公司  
Sociedade do Metro Ligeiro de Macau, S.A.  
Macao Light Rapid Transit Corporation, Limited



# 澳門輕軌 列車廣告服務

Macao Light Rail Transit  
Train Advertising Services

2026V2

# 澳門輕軌 – 服務概述

Macao Light Rapid Transit – Service Overview

## 線路覆蓋 Route Coverage

澳門輕軌現營運氹仔線、石排灣線及橫琴線三條線路，覆蓋氹仔舊城區及旅遊區、橫琴口岸、機場、氹仔客運碼頭、澳門半島媽閣和石排灣，為市民和旅客提供優質、舒適和便捷的軌道交通服務。

Macao LRT currently operates three lines of Taipa Line, Seac Pai Van Line and Hengqin Line. The network covers the Taipa Old Village and tourist district, Hengqin Port, the Airport, Taipa Ferry Terminal, Barra area on the Macau Peninsula and Seac Pai Van area, striving to provide excellent, high-quality, and convenient rail transit services for both residents and visitors.

## 列車服務時間 Train Service Hours

週一至四  
Monday to Thursday

06:30–23:15

週五至日及公眾假期  
Friday to Sunday and Public Holidays

06:30–23:59



澳門輕軌股份有限公司  
Sociedade do Metro Ligeiro de Macau, S.A.  
Macao Light Rapid Transit Corporation, Limited



# 列車廣告服務

Train Advertising Services

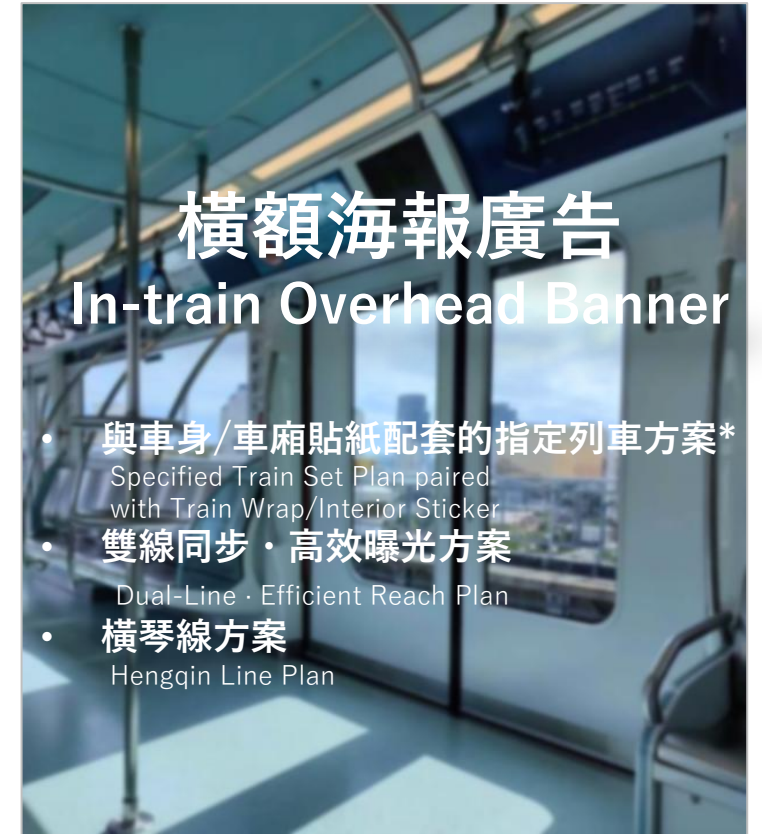
廣告形式 Type of Advertising



車身貼紙廣告  
Train Wrap Sticker



車廂貼紙廣告  
Train Interior Sticker



橫額海報廣告  
In-train Overhead Banner

- 與車身/車廂貼紙配套的指定列車方案\*  
Specified Train Set Plan paired with Train Wrap/Interior Sticker
- 雙線同步·高效曝光方案  
Dual-Line · Efficient Reach Plan
- 橫琴線方案  
Hengqin Line Plan

\* 只適用於同時購買車身/車廂貼紙客戶使用 Only paired with Train Wrap / Interior Sticker

# 主要優勢

Key Advantages

## 一次投放，覆蓋沿線客群；多次接觸，深化品牌形象

One Placement, Line-Wide Reach; More Exposure, Greater Brand Impact

列車廣告以流動覆蓋、近距離接觸及重複曝光為核心優勢，讓品牌訊息自然融入乘客日常出行，提升曝光效率與宣傳成效。

Train advertising keeps your brand on the move, connecting with passengers throughout their everyday journeys. With broad line coverage, repeated audience touchpoints, and impactful ad formats, it is an effective way to enhance brand awareness, drive recall, and create stronger market presence.

- **覆蓋沿線客群** Reach target audiences along the rail line
- **強化重複曝光** Gain repeated exposure throughout daily commutes
- **提升品牌記憶** Strengthen brand awareness and recall
- **配搭靈活多元** Flexible and versatile format combinations
- **放大宣傳聲量** Expand your campaign reach and market presence





澳門輕軌股份有限公司  
Sociedade do Metro Ligeiro de Macau, S.A.  
Macao Light Rapid Transit Corporation, Limited



# 列車車身貼紙

Train Wrap Sticker



# 列車車身貼紙廣告空間分佈

## Train Wrap Sticker Allocation

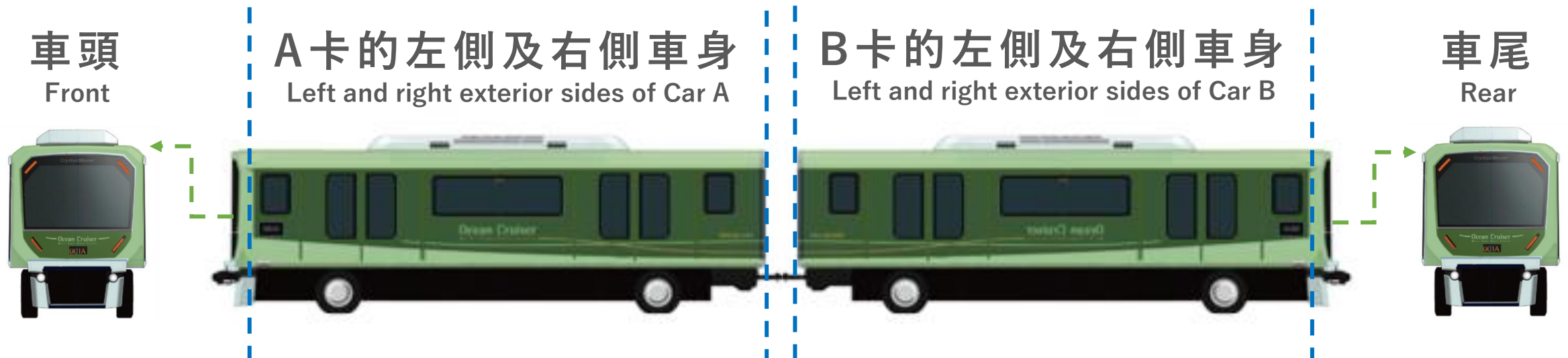
每組列車由兩卡車組成，即A卡及B卡。

一組列車的廣告位置為車頭和車尾，以及A卡及B卡的左右側車身，單側示意圖如下：

Each train set is composed of two cars—designated Car A and Car B,

Each train set offers advertising spaces at the front and rear, as well as on the left and right exterior sides of Car A and Car B.

An illustration of a single side is shown below:





# 列車車身貼紙廣告參考

## Train Wrap Sticker Reference

目前輕軌線路多為露天路段，市民及旅客不僅可在車站候車時近距離接觸，亦能於輕軌沿線地區欣賞廣告。

With most LRT lines running above ground, ads are visible up close to passengers waiting at stations and to the wider community along the rail corridors.





# 列車車身貼紙面積

Train Wrap Sticker Area

車頭  
Front



貼紙面積：  
約6.7平方米  
Sticker area:  
Approx. 6.7 m<sup>2</sup>

A卡及B卡  
的左側及右側車身  
Left and right exterior sides of Car A and Car B



貼紙面積：  
約49.5平方米  
Sticker area:  
Approx. 49.5 m<sup>2</sup>

車尾  
Rear



貼紙面積：  
約6.7平方米  
Sticker area:  
Approx. 6.7 m<sup>2</sup>



澳門輕軌股份有限公司  
Sociedade do Metro Ligeiro de Macau, S.A.  
Macao Light Rapid Transit Corporation, Limited



# 列車車廂貼紙

Train Interior Sticker



# 車廂貼紙廣告空間分佈

## Train Interior Sticker Allocation

每組列車由兩卡車組成，即A卡及B卡。一組列車的廣告位置為所有天花、地面、牆身及車門內側，一卡列車的示意圖如下：

Each train set is composed of two cars—designated Car A and Car B.

Advertising placements for each train set include all ceiling, floor, wall surfaces and the interior sides of train doors. An illustration for one car is provided below:



天花  
Ceiling



地面  
Floor



牆身  
Wall



車門內側  
Train door interior



# 車廂貼紙廣告空間參考

## Train Interior Sticker Reference

乘客步入車廂即可置身於全方位的沉浸式廣告空間。

As passengers board the train, they are enveloped in a seamless and immersive advertising environment.





# 車廂貼紙廣告空間參考

## Train Interior Sticker Reference

乘客步入車廂即可置身於全方位的沉浸式廣告空間。

As passengers board the train, they are enveloped in a seamless and immersive advertising environment.





# 列車車身貼紙面積

Train Wrap Sticker Area

天花  
Ceiling



約10平方米  
Approx. 10 m<sup>2</sup>

地面  
Floor



約28.6平方米  
Approx. 28.6 m<sup>2</sup>

牆身  
Wall



約4平方米  
Approx. 4 m<sup>2</sup>

車門內側  
Train door interior



約14.5平方米  
Approx. 14.5 m<sup>2</sup>

貼紙面積：  
Sticker area:



澳門輕軌股份有限公司  
Sociedade do Metro Ligeiro de Macau, S.A.  
Macao Light Rapid Transit Corporation, Limited



# 列車橫額海報

In-train Overhead Banner

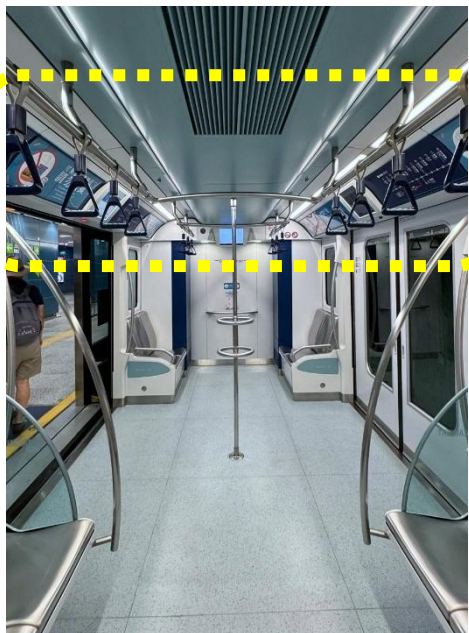
# 車廂橫額廣告空間

## In-train Overhead Banner Demonstration



澳門輕軌股份有限公司  
Sociedade do Metro Ligeiro de Macau, S.A.  
Macao Light Rapid Transit Corporation, Limited

每組列車由兩卡車組成，即A卡及B卡，乘客進入車廂後即可看見橫額海報。  
Each train set is composed of two cars—designated Car A and Car B,  
the overhead banners are prominently visible to passengers as soon as they enter the train.





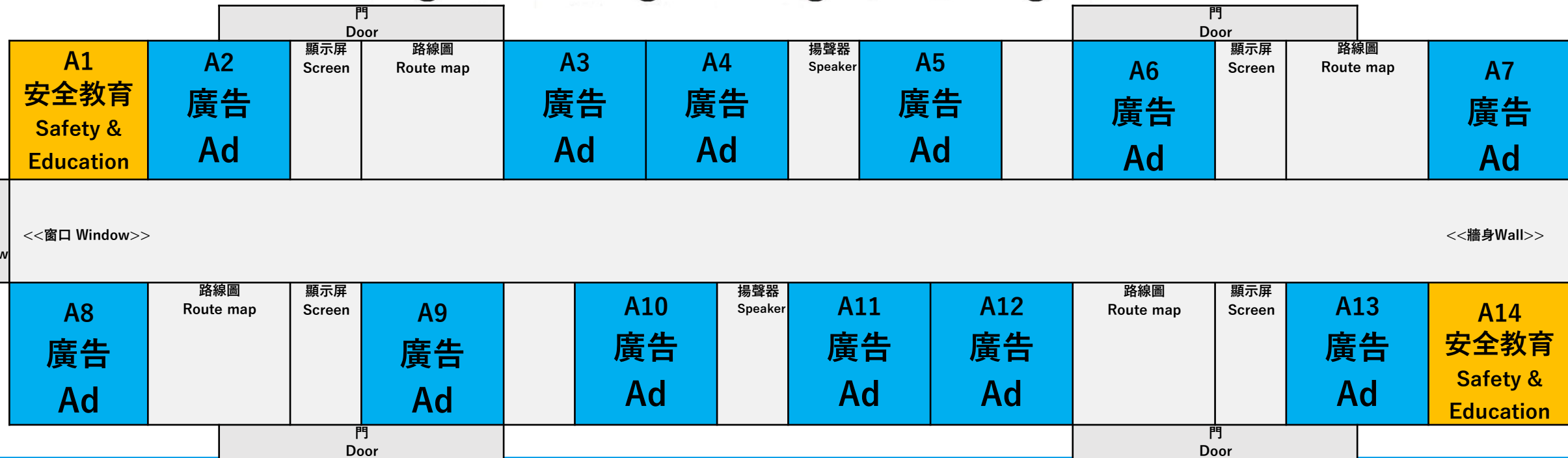
# 車廂橫額廣告空間分佈

## In-train Overhead Banner Allocation

兩卡車(A卡及B卡)的橫額廣告空間分佈相約，A卡車的橫額海報分佈及編號如下：

The overhead banner allocation of Car A and Car B is practically identical.

The distribution and corresponding banner identification numbers of Car A are detailed below:





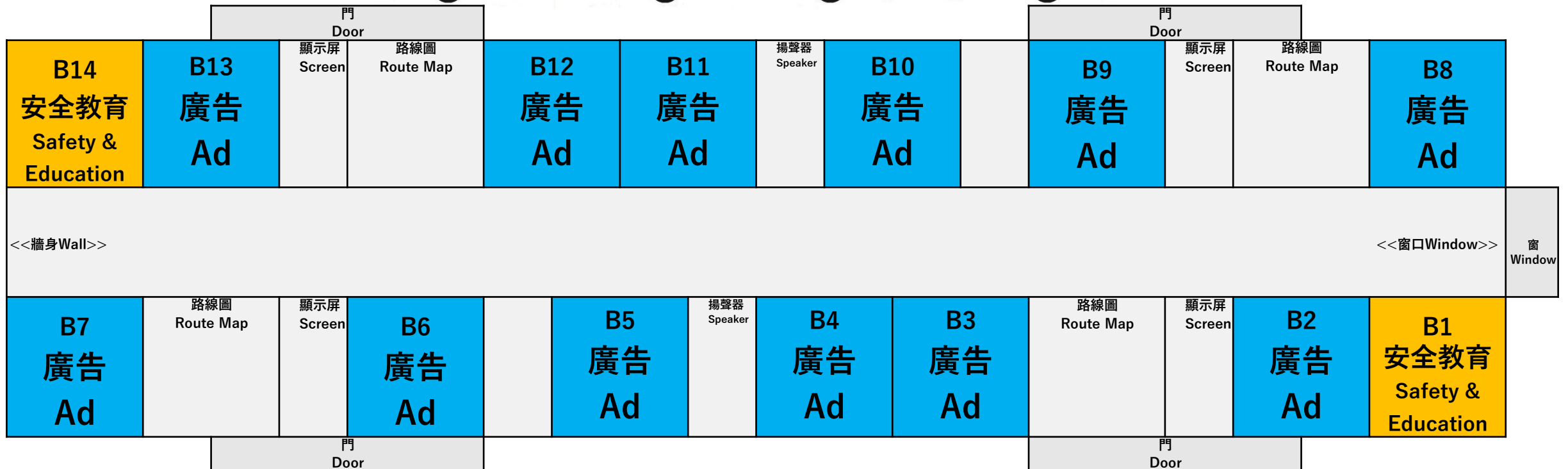
# 車廂橫額廣告空間分佈

## In-train Overhead Banner Allocation

兩卡車(A卡及B卡)的橫額廣告空間分佈相約，B卡車的橫額海報分佈及編號如下：

The overhead banner allocation of Car A and Car B is practically identical.

The distribution and corresponding banner identification numbers of Car B are detailed below:





# 列車橫額海報尺寸

## In-train Overhead Banner Dimensions



每張海報尺寸： 84cm(闊w)\*28cm(高h)

Individual Poster Dimensions:

\*上述預覽圖僅作參考之用，最終廣告效果、尺寸及範圍須視乎實際情況而定  
\*The above preview for reference only, the final advertisement appearance, dimensions, and placement are subject to actual conditions.



# 列車廣告投放方案

## Train Advertising Placement Plan

列車以高頻次向公眾曝光，廣告效果顯著。車身及車廂貼紙可訂購任一線路，各方案如下：

The train services deliver high-frequency exposure to the public and significant advertising effectiveness.

Train wraps and interior stickers can be ordered for any route, with available packages as follows:

### 基礎方案(包括製作、安裝及移除) Basic Plan (Including production, installation and dismantle)

A. 車身貼紙 Train Wrap Sticker

B. 車廂貼紙 Train Interior Sticker

C. 橫額海報配套\* In-train Banner Poster Bundling

一組列車  
1 train set

1個月租賃期  
1-month rental period

### 列車數量優惠

#### Volume-Based Discount

- 承租單組列車數量愈多，折扣愈高
- Discounts increase with the number of train sets rented

### 租期優惠

#### Term-Based Discount

- 租期愈長，折扣愈高
- Discounts increase with the length of the rental term

### 橫額海報配套訂購優惠

#### Overhead Banner Bundle Discount

- 訂購車身或車廂貼紙可享橫額海報廣告額外租期優惠
- Extra discount for overhead banner ads upon order placement of train wrap or interior sticker

\* 只適用於同時購買車身/車廂貼紙客戶使用。Only paired with Train Wrap / Interior Sticker.



# 橫額廣告投放方案

## In-train Banner Poster - Advertising Placement Plan

澳門輕軌就列車橫額廣告提供多個優惠方案，以滿足客戶不同的需要：

Macao LRT offers a variety of promotional plans for train banner advertising to accommodate different clients' requirements:

### 雙線同步 · 高效曝光方案

#### Dual-Line · Efficient Reach Plan



- 同時於氹仔線及石排灣線上畫\*
- 目標客群為乘搭該兩線之乘客，各線列車班次約每月10,000次
  - Displayed simultaneously on the Taipa Line and Seac Pai Van Line\*
- Aim to passengers of these two lines, the train services on each line run approx. 10,000 times per month

### 橫琴線方案

#### Hengqin Line Plan



- 於橫琴線列車之全部橫額空間上畫
- 目標客群為乘搭該線之乘客，列車班次約每月10,000次
  - All posters installed across service train sets on Hengqin Line
- Aim to passengers of this line, the train services run approx. 10,000 times per month

\*上述方案將因應按實際廣告檔期而定，如有列車未能供應廣告位，則將海報調撥至其他列車上畫。

\*The above plans are subject to availability based on the actual advertising period. In the event that ad space on any train set cannot be provided, the posters will be redistributed and displayed on alternative train sets.



澳門輕軌股份有限公司  
Sociedade do Metro Ligeiro de Macau, S.A.  
Macao Light Rapid Transit Corporation, Limited

# 列車車身及車廂貼紙廣告查詢

## Train Wrap and Interior Sticker Advertising Enquiries



澳門輕軌股份有限公司

商務拓展及管理部

澳門殷皇子大馬路43-53A號澳門廣場7樓

Macao Light Rapid Transit Corporation, Limited

Commerce Development & Management Department

Avenida do Infante D. Henrique, n.os 43-53<sup>a</sup>

The Macau Square, 7.º andar, Macau



霍先生 Reya (853)8506 6486

區小姐 Christy (853)8506 6432

鄧小姐 Lydia (853)8506 6496

楊小姐 Wing (853)8506 6412



[info@mlm.com.mo](mailto:info@mlm.com.mo)