

## RoadShow Media Limited

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Package No.: 2008/P07

Date: January 1, 2008

### 2008 Advertising Magazine



#### Package Details

Duration	1.5 min
Telecast Pattern	- 14 consecutive days x 1.5 min x 1 spot/hr x 1000 MMOB buses (upgrade to 1600 MMOB buses)  (MMOB operates on 16x1 hour telecast cycles daily)
Package Cost	<b>HK\$250,000 (A.C. Applicable)</b>

#### Remarks:

Please observe the following terms and conditions in addition to our General Terms & Conditions of the prevailing Rate Card:

- Agency Commission is applicable.
- Package cost are inclusive of airtime advertising rate, production and logistic cost.
- Package cost are inclusive of 2 versions x 1.5 min with 1 day shooting (DV production), storyline, post editing, subtitling, 1 x VO talent and other facilities for telecast.
- Number of packages available is limited and all bookings are accepted on a first-come-first-served basis and are non-cancelable.
- Upon signing of the booking order, 50% of the package cost must be paid as deposit and the remaining balance shall be paid before the telecasting of the advertising materials unless credit facility is granted by RoadShow Media Limited ("RoadShow Media") whereby then all booking amounts will be invoiced at the first date of its telecasting period.
- Prior written approval from RoadShow Media is required for any broadcasting other than RoadShow Media.
- RoadShow Media reserves the right to reschedule without prior notification.
- Broadcast pattern as stated cannot be changed without prior approval from RoadShow Media.
- All spots must be utilized within 3 consecutive weeks, extension of spots utilization period is subject to RoadShow Media's final discretion.
- Package is effective from January 1, 2008 and valid until further notice.



A Unique Advertising Medium On Transit Vehicles