

## RoadShow Media Limited

No. 9, Po Lun Street, KMB Building, Lai Chi Kok, Kowloon, Hong Kong  
Tel: (852) 2746 5200 Fax: (852) 2744 7055 香港九龍荔枝角寶輪街九號



Package No.: 2008/P04

Date: January 1, 2008

### iClub Introductory Package

- Pre-requisite: 1) New Advertisers # only  
2) Advertiser providing Product Sponsorship for 《iClub 有禮》有獎遊戲

Package Details	
 <p><b>Minimum Booking</b> <b>70,000</b> <b>(within 1 week)</b></p>	<ul style="list-style-type: none"><li>• 65% discount on Basic Rate Card</li><li>• Double the spot per day</li></ul>
	<ul style="list-style-type: none"><li>• 1 x Interactive game x minimum 5 consecutive days (Please refer to attached for Telecast Format &amp; Product Sponsorship details)</li></ul>

Package in limited availability, while stock last.

# New product / brand which has not been telecast on RoadShow Media Limited ("RoadShow Media") during the past 12 months upon the first on-air spot of the booking.

New Advertiser does not include advertisers of property, movie, CD album and home video.

Qualification of new advertiser is subject to RoadShow Media's final discretion.

#### Remarks:

Please observe the following terms and conditions in addition to our General Terms & Conditions of the prevailing Rate Card and the Code of Practice on MMOB Advertising Standards:

- Agency Commission applicable.
- All spot rates are exclusive of commercial production cost but inclusive of airtime advertising rate, production and logistic cost.
- Bookings are accepted on a first-come-first-served basis and are non-cancelable.
- This special package will not be entitled to any further bonus offered by RoadShow Media.
- 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 whereby then all booking amounts will be invoiced at the first date of its telecasting period.
- Broadcast pattern as stated cannot be changed without prior approval from RoadShow Media.
- All spots must be utilized within 3 months upon booking order signed, extension of spots utilization period is subject to RoadShow Media's final discretion.
- This package is effective from January 1, 2008 and valid until further notice.



A Unique Advertising Medium On Transit Vehicles

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## iClub Introductory Package

### – Product Sponsorship for 《iClub 有禮》有獎遊戲

	Product Sponsorship		
Booking Amount	> \$70,000	> \$100,001	> \$125,000
No. of Days of Game	5	7	10
<b>Minimum Prize Value (HK\$)</b>	<b>\$10,000</b>	<b>\$12,000</b>	<b>\$15,000</b>
<i>Apart from the above Minimum Prize Value, the prize offered should also meet the following requirements:</i>			
Minimum Unit Prize Value (HK\$)	\$100	\$100	\$100
Minimum Quantity	35	56	80

#### iClub 有禮 Telecast Format:

- Max. 20-sec TVC footage (same entitlement for TVC shorter than 20-sec, extra charge for TVC over 20-sec)
- 1 question related to the TVC
- Product shot of the prize offered
- Verbal prize mentioning (no product attributes)
- Maximum duration of company's logo or product shot is 10-sec x 2 times

#### Remarks:

- *The presentation format would be subject to RoadShow Media's discretion.*
- *Telecast schedule of game segment would be subject to airtime availability.*
- *Prize offered should be in kind of cash coupon or redemption letter. But it should not be discount coupon. Only cash coupon with no restrictions for usage will be accepted. The coupon value should be sufficient for purchase of at least 1 item without additional spending. (The acceptance of cash coupon and the allocation of coupon value to each winner would be subject to RoadShow Media's discretion.)*
- *If the prize allocation involves chance element e.g. lucky draw (applies to case that minimum prize quantity is not fulfilled but prize value is attractive to draw traffic), RoadShow Media would assist advertiser to apply for a Trade Promotion Competition Licence. All additional cost involved should be borne by advertiser.*



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