

RoadShow Media Limited

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Package No.: 2008/P17

Date: August 15, 2008

Advertising Magazine



Package Details

Duration	- 1-min Ad Mag
Telecast Pattern	<p><u>Option I:</u></p> <p>- 1 x 1-min/hr x 8 days* x 1,000 MMOB buses (Upgrade to 1,600 buses)</p> <p><i>*(4 consecutive days from Mon to Thur for 2 consecutive weeks)</i></p> <p><u>Option II:</u></p> <p>- 1 x 1-min/hr x 9 days# x 1,000 MMOB buses (Upgrade to 1,600 buses)</p> <p><i>#(3 consecutive days from Fri to Sun for 3 consecutive weeks)</i></p> <p>(MMOB operates on 16 x 1 hr telecast cycles daily)</p>
Package Cost	HK\$103,600 (A.C. applicable)

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 1 version x 1 min with 5 hours shooting (DV production), storyline, post editing, subtitling and 1 x VO talent.
- A 3-weeks' production lead time is required prior to the 1st telecast day.
- 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.
- Royalty of telecast materials belongs to RoadShow Media.
- Package is effective from August 15, 2008 and valid until further notice.



A Unique Advertising Medium On Transit Vehicles