

RoadShow Media Limited



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Package No.: 2011/P03

Date: January 1, 2011

Program Billboard Package

Package Details					
<p>Closing Billboard (sponsor's ID – 3-sec)</p> 	<ul style="list-style-type: none"> - 3-sec closing billboard with Sponsor's ID x 1600 MMOB buses x 12 days within the campaign period - Advertisers can select any of the below programs for BBID entitlement: <table border="1" style="width: 100%; margin-top: 10px;"> <thead> <tr> <th style="width: 50%;">Programs</th> <th style="width: 50%;">Telecast schedule*</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">RoadShow 紅人館</td> <td style="text-align: center;">Mon - Sun (12x telecast cycle daily)</td> </tr> </tbody> </table> <p style="font-size: small; margin-top: 5px;">* Exact telecast schedule is subject to RoadShow Media's final discretion.</p>	Programs	Telecast schedule*	RoadShow 紅人館	Mon - Sun (12x telecast cycle daily)
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RoadShow 紅人館	Mon - Sun (12x telecast cycle daily)				
	<ul style="list-style-type: none"> - Daily 12 spots x 30-sec x 1000 MMOB buses x 10 days (upgraded to 1600 MMOB buses) - To be utilized within a 3 weeks' campaign period <p style="font-size: small; margin-top: 10px;">(MMOB operates on 12x telecast cycles daily)</p>				
Package Cost	HK\$78,750 (A.C. Applicable)				

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 is applicable.
- All spot rates are exclusive of commercial production cost but inclusive of airtime advertising rate, internal production and logistic cost.
- All bookings are accepted on a first-come-first-served basis and are non-cancelable.
- Billboard ID is limited to Advertiser or Product name only with neither product attributes nor selling messages.
- The scheduling of Billboard ID is at RoadShow's discretion.
- No product protection will be granted.
- 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.
- RoadShow Media reserves the right to reschedule without prior notification.
- Broadcast pattern as stated cannot be changed without prior approval from RoadShow Media.
- This package is effective from January 1, 2011 and valid until further notice.



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