

# RoadShow Media Limited

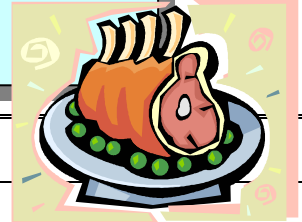
No. 9, Po Lun Street, KMB Building, Lai Chi Kok, Kowloon, Hong Kong  
 Tel: (852) 2746 5200 Fax: (852) 2744 7055 香港九龍荔枝角寶輪街九號






Package No.: 2011/P04

Date: January 1, 2011

## 美味香港 Title Sponsorship Package



Package Details	
Program Telecast Schedule	Monday - Thursday
	- Naming as (客戶) 特約 美味香港 之 XXXXXX for opening & 2 x 10-sec exposures inside program (not exceeding 1/16 portion of screen size)
Opening Billboard (sponsor's ID – 3-sec) 	- 3-sec opening billboard with Title Sponsor's ID x 1600 MMOB buses x 20 days* within the campaign period - 12x telecast cycles daily  * Subject to program availability, can be converted to 3200 MMOB buses x 10 days at RoadShow Media's final discretion.
	- 1 spot/telecast cycle x 30-sec x 2000 MMOB buses x 25 days (upgraded to 3200 MMOB buses) - To be utilized in 13 weeks' time within the campaign period (MMOB operates on 12x telecast cycles daily)
<b>Package Cost</b>	<b>HK\$328,000 (A.C. Applicable)</b>

**Remarks:**

Please observe the following terms and conditions in addition to our General Terms & Conditions of the prevailing Rate Card 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
- Booking is accepted on a first-come-first-served basis and is non-cancelable.
- Title Sponsor's ID is limited to Advertiser or Product name only with neither product attributes nor selling messages.
- Product protection is granted for Title Sponsor.
- A 15% loading charge will be applied for spots tag on to program.
- 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.
- All floater spots must be utilized within 13 weeks' time from the first on-air date of spots, extension of spots utilization period is subject to RoadShow Media's final discretion.
- This package is effective from January 1, 2011 and valid until further notice.



A Unique Advertising Medium On Transit Vehicles