



Fashion TV 廣告計劃 (2009 年)
Fashion TV Advertising Campaign (2009)



堪稱電視界的時裝聖經，Fashion TV 為觀眾搜羅世界各地時裝、美容及潮流時尚的第一手資訊，全天候廿四小時播放最新最潮的時裝表演、模特兒專訪、特別活動花絮及美容心得等！有線企業特別推出〈Fashion TV 廣告計劃〉，讓客戶以超值優惠價全面接觸 Fashion TV 年青、富有、高品味的觀眾群！請立即行動！

The motion bible of the fashion world, Fashion TV only preaches first-hand news about fashion, beauty, trends and style; delivers latest fashion shows, models interviews, special events, and beauty tips around the clock! With HKCE's <Fashion TV Advertising Campaign>, advertisers hit the runway to catch the eye of Fashion TV's young, affluent and trend-conscious target audience at a very attractive rate! Act now!

EFFECTIVE DATE: April 01, 2009

ENTITLEMENTS:

Spots Entitlements: To be utilized within 30 consecutive days

30-SEC CAMPAIGN

Channel	Zone A/R	Zone B/R	Zone C/R	Channel Total
fashion TV	70	200	30	300
Total	70	200	30	300

Conversion Bonus*:

Channel	Zone/Rate			No. of Spots (30-sec)
	A/R	B/R	C/R	
fashion TV	20	35	5	60

* Apply to CABLE TV Advance Booking Scheme 2009 Conversion.

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PACKAGE COST:	\$ 32,000	RC 2009
	\$ 32,000	RC 2009A

SALES CONDITIONS:

The terms stipulated in the Rate Card, including the General Terms and Conditions, Pre-emption and Volume Rebate contained therein, are to be taken read and construed as an essential part of this Advertising Campaign as if they were expressly set out herein to the intent that all Bookings of advertising airtime of Advertiser and/or Advertising Agent to be made pursuant to this Advertising Campaign shall be subject to these terms and conditions, and the rights, powers and obligations of the Station and/or the Channel Operator as stipulated in the Rate Card shall mutatis mutandis apply to, exercisable and undertaken by HKCE.
The following terms are in addition to the prevailing Rate Card:

1. All Bookings are non-cancellable.
2. Subject to the Channel's airtime availability, Bookings will be accepted at the Channel Operator and HKCE's entire discretion and on first-come-first-served basis.
3. The liability of the Advertiser and Advertising Agent shall be joint and several.
4. This Advertising Campaign is not eligible for volume rebate. The total cost of this Advertising Campaign will be taken into account by the Channel Operator when calculating volume rebate available to the Advertiser under the prevailing Rate Card.
5. Subject to the Channel's airtime availability, all spots must be scheduled within 30 consecutive days on or before December 31, 2009. Any spots have not been transmitted shall be deemed to be forfeited thereafter. The Advertiser and/or Advertising Agent are still liable to pay the full amount of the Booking and have no right to claim in any nature whatsoever against HKCE and/or the Channel Operator.
6. With the exemption of accredited advertisers and agencies, this Advertising Campaign is offered on a cash-before-transmission basis.
7. No product protection will be given for this package.
8. The Channel Operator and/or HKCE reserve the right to withdraw this offer at any time without prior notice.
9. This Advertising Campaign supersedes any previous versions issued.

These terms are subject to change at any time without prior notice at the sole and absolute discretion of HKCE.