

香港開電視 x 有線跨平台《高效益宣傳》廣告計劃 (2019 年)
Mega Package (HK Open TV x i-CABLE Cross Platform) (2019)

Campaign No.: 2019010(1)(2)
 Date: November 19, 2018

Advertiser :
 Agency :
 Product :
 Campaign Period :
 Billing Schedule :

有線企業誠意為廣告客戶獻上〈香港開電視 x 有線跨平台《高效益宣傳》廣告計劃〉，全方位鎖定不同品味的目標觀眾。透過兩大免費電視及收費電視平台：香港開電視及各大強勢有線頻道發放廣告訊息，全天候提供高效達標的宣傳良機，策動最強宣傳效力！請及時把握機會，立即行動！


HKCE is delighted to offer you <Mega Package (HK Open TV x i-CABLE Cross Platform)>. Riding on our powerful Free TV and Pay TV platforms: HK Open TV and i-CABLE Channels, your promotional messages will effectively reach the targeted Hong Kong audiences which helps generate an enormous amount of positive coverage. Don't miss out on this golden opportunity and act now!

EFFECTIVE PERIOD: January 01 – December 31, 2019





























TELECAST CHANNELS: HK Open TV & i-CABLE Channels

ENTITLEMENTS:
Spots Entitlement: To be utilized within 3 consecutive weeks

(1) HK Open TV

Channel	No. of Spots (30-sec)			Total
	A/F1	B/F1	C/F1	
	15	25	10	50

(2) i-CABLE Channels

Channel	No. of Spots (30-sec)								Total
	A/R	A/F1	B/R	B/F1	C/R	C/F1	S/R	S/F1	
 體育台 HD  體育台	-	-	-	-	-	-	47	16	63
 體育2台 HD  體育2台	-	-	-	-	-	-	47	16	63
 戲院台	-	-	-	-	-	-	53	18	71
 803  18台	-	-	-	-	-	-	42	14	56
 FOX SPORTS	-	-	-	-	-	-	6	2	8
 FOX SPORTS 2	-	-	-	-	-	-	6	2	8
 財經資訊台 HD  財經資訊台	-	14	-	28	-	13	-	-	55
 新聞台 HD  新聞台	-	8	-	17	-	8	-	-	33
 重點新聞台	14	-	28	-	13	-	-	-	55
 電影一台 HD  電影1台	-	14	-	28	-	13	-	-	55
 經典電影台	12	-	24	-	11	-	-	-	47
 FOX MOVIES	2	-	4	-	2	-	-	-	8
 皇冠電視台	2	-	4	-	2	-	-	-	8
 HMC HD  HMC	-	12	-	24	-	11	-	-	47
 Cine R HD  私人影院	8	-	17	-	8	-	-	-	33
 有線第1台	-	14	-	28	-	13	-	-	55
 劇集台 HD  劇集台	-	14	-	28	-	13	-	-	55
 娛樂台 HD  娛樂台	-	14	-	28	-	13	-	-	55
Total	38	90	77	181	36	84	201	68	775

Package Cost (Gross Rate)	No. of Package(s) committed
\$150,000 (RC2019)	

SALES CONDITIONS:

The terms stipulated in the Rate Card, including the General Terms and Conditions and Pre-emption 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 Station's/ Channel's airtime availability, Bookings will be accepted at the Station/ 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. Subject to the Station's/ Channel's airtime availability, all spots must be scheduled on or before December 31, 2019. 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 Station/ Channel Operator.
5. With the exemption of accredited advertisers and agencies, this Advertising Campaign is offered on a cash-before-transmission basis.
6. The Station/ Channel Operator and/or HKCE reserve the right to withdraw this offer at any time without prior notice.
7. This Advertising Campaign supersedes any previous versions issued.
8. All spots – including Bonus spots must be utilized in the same period

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

**For and on behalf of
the Advertiser**

**For and on behalf of
the Advertising Agent**

**For and on behalf of
HKCE**

Signed with Company Chop

Name:

Position:

Date:

Signed with Company Chop

Name:

Position:

Date:

Signed with Company Chop

Name:

Position:

Date:

香港開電視 x 有線跨平台《Mega AAA》廣告計劃 (2019 年)
Mega AAA – HK Open TV x i-CABLE Cross Platform Advertising Campaign (2019)

Campaign No.: 2019009 (1)(2)
 Date: November 19, 2018

Advertiser :
 Agency :
 Product :
 Campaign Period :
 Billing Schedule :

有線企業誠意推出〈香港開電視 x 有線跨平台《Mega AAA》廣告計劃〉，為廣告客戶提供一站式宣傳策劃和專業廣告製作連演員，透過兩大免費電視及收費電視平台：香港開電視及有線各大強勢頻道發放廣告訊息，全方位鎖定不同品味的目標觀眾，全天候提供高效達標的宣傳良機，引爆最強宣傳效力！機不可失，立即行動！


HKCE is delighted to offer you a one-stop hassle-free service <Mega AAA – HK Open TV x i-CABLE Cross Platform Advertising Campaign>. It helps to tailor-make marketing strategies that fits you, and produce your TV commercials with talent to reach your target audience via our powerful Free TV and Pay TV platforms: HK open TV and i-CABLE Channels, thereby enabling you to convey your advertising messages quick and easy. Seize for the chance and take action!

EFFECTIVE PERIOD: January 01 – December 31, 2019





























TELECAST CHANNELS: HK Open TV & i-CABLE Channels

ENTITLEMENTS:
Spots Entitlement: To be utilized within 3 consecutive weeks

(1) HK Open TV

Channel	No. of Spots (30-sec)			Total
	A/F1	B/F1	C/F1	
	19	31	12	62

(2) i-CABLE Channels

Channel	No. of Spots (30-sec)								Total
	A/R	A/F1	B/R	B/F1	C/R	C/F1	S/R	S/F1	
 	-	-	-	-	-	-	42	15	57
 	-	-	-	-	-	-	42	15	57
 	-	-	-	-	-	-	35	12	47
	-	-	-	-	-	-	42	15	57
							14	10	24
							14	10	24
 	-	16	-	32	-	15	-	-	63
 	-	7	-	13	-	7	-	-	27
	16	-	32	-	14	-	-	-	62
 	-	13	-	26	-	10	-	-	49
	13	-	26	-	10	-	-	-	49
	4		8		4				16
	4		8		4				16
 	-	10	-	20	-	8	-	-	38
 	7	-	13	-	7	-	-	-	27
	-	12	-	24	-	10	-	-	46
 	-	12	-	24	-	10	-	-	46
 	-	16	-	32	-	14	-	-	62
Total	44	86	87	171	39	74	189	77	767

Production:

This advertising campaign includes production cost of one simple location shooting (4 hours shooting) with 1 talent TV commercial production (maximum duration: 30-sec).

Online Ad:

Pre-roll TVC x 50,000 impressions in 3 weeks on i-cable.com/i-cable.com app/hkopentv.com/HK Open TV app

Package Cost (Gross Rate)	No. of Package(s) committed
\$188,000 (RC2019)	

SALES CONDITIONS:

The terms stipulated in the Rate Card, including the General Terms and Conditions and Pre-emption 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 Station's/ Channel's airtime availability, Bookings will be accepted at the Station/ 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. Subject to the Station's/ Channel's airtime availability, all spots must be scheduled on or before December 31, 2019. 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 Station/ Channel Operator.
5. With the exemption of accredited advertisers and agencies, this Advertising Campaign is offered on a cash-before-transmission basis.
6. The Station/ Channel Operator and/or HKCE reserve the right to withdraw this offer at any time without prior notice.
7. This Advertising Campaign supersedes any previous versions issued.
8. All Advertising Materials and all physical materials contained therein produced by HKCE shall at all times remain as the properties of HKCE and will not be returned to the Advertiser and/or its Advertising Agent. Such Materials are prohibited to transmit in other media, unless a written approval is given by HKCE.
9. The Station/ Channel Operator and/or HKCE shall not be liable for any claims or liabilities whatsoever arising from the computer graphics or visual images contained in the materials, including but not limited to claims or actions alleging the infringement of copyright or rights of ownership.
10. Any advice, clearance or approval given by HKCE or the Station/ Channel Operator in relation to the Advertising Materials shall not be taken as final determination as to the suitability or acceptability of the Advertising Materials, in respect of which the Communications Authority is the final authority. In using the Production Services, the Advertiser and the Advertising Agent shall absolve HKCE and the Station/ Channel Operator from any liability resulting from the Station's/ Channel's rejection of the Advertising Materials in its final form.
11. All spots – including Bonus Spots must be utilized in the same period.

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

**For and on behalf of
the Advertiser**

**For and on behalf of
the Advertising Agent**

**For and on behalf of
HKCE**

Signed with Company Chop

Name:

Position:

Date:

Signed with Company Chop

Name:

Position:

Date:

Signed with Company Chop

Name:

Position:

Date:

香港開電視- 黃金時段 廣告計劃 (2019 年)
Prime Time – HK Open TV Advertising Campaign (2019)

Campaign No.: 2019021 (V1)
 Date: November 19, 2018

Advertiser :
 Agency :
 Product :
 Campaign Period :
 Billing Schedule :

EFFECTIVE PERIOD: January 01 – December 31, 2019

ENTITLEMENTS: To be utilized within 2 consecutive weeks

No. of Spots (Zone / Rate)		Total	Spot Duration	Package Cost (RC2018)	No. of Package(s) Committed
A/F1	A/R	30	30-sec	\$98,000	
			25-sec	\$81,700	
20-sec	\$65,300				
10	20		15-sec	\$49,000	
			10-sec	\$32,700	
			5-sec	\$16,300	

SALES CONDITIONS:

The terms stipulated in the Rate Card, including the General Terms and Conditions, and Pre-emption 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 as stipulated in the Rate Card shall mutatis mutandis apply to, exercisable and undertaken by HKCE.

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- Subject to the Station's airtime availability, Bookings will be accepted at the Station and HKCE's entire discretion and on first-come-first-served basis.
- The liability of the Advertiser and Advertising Agent shall be joint and several.
- Subject to the Station's airtime availability, all spots must be scheduled within 2 consecutive weeks on or before December 31, 2019. 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 Station.
- With the exemption of accredited advertisers and agencies, this Advertising Campaign is offered on a cash-before-transmission basis.
- The Station and/or HKCE reserve the right to withdraw this offer at any time without prior notice.
- This Advertising Campaign supersedes any previous versions issued.
- All spots – including Bonus Spots must be utilized in the same period.

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

**For and on behalf of
the Advertiser**

**For and on behalf of
the Advertising Agent**

**For and on behalf of
HKCE**

 Signed with Company Chop
 Name:
 Position:
 Date:

 Signed with Company Chop
 Name:
 Position:
 Date:

 Signed with Company Chop
 Name:
 Position:
 Date:

香港開電視 – 非黃金時段 廣告計劃 (2019 年)
Fringe Time Zone – HK Open TV Advertising Campaign (2019)

Campaign No.: 2019022 (V1)
 Date: November 19, 2018

Advertiser :
 Agency :
 Product :
 Campaign Period :
 Billing Schedule :

EFFECTIVE PERIOD: January 01 – December 31, 2019

ENTITLEMENTS: To be utilized within 2 consecutive weeks

Zone / Rate	No. of Spots	Spot Duration	Package Cost (RC2018)	No. of Package(s) Committed
B / R	20	30-sec	\$21,600	
		25-sec	\$18,000	
		20-sec	\$14,400	
		15-sec	\$10,800	
		10-sec	\$7,200	
		5-sec	\$3,600	

SALES CONDITIONS:

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- With the exemption of accredited advertisers and agencies, this Advertising Campaign is offered on a cash-before-transmission basis.
- The Station and/or HKCE reserve the right to withdraw this offer at any time without prior notice.
- This Advertising Campaign supersedes any previous versions issued.
- All spots – including Bonus Spots must be utilized in the same period.

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the Advertising Agent**

**For and on behalf of
HKCE**

 Signed with Company Chop
 Name:
 Position:
 Date:

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 Date:

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 Position:
 Date:

香港開電視 – 越夜越精采時段 廣告計劃 (2019 年)
Late Night Zone – HK Open TV Advertising Campaign (2019)

Campaign No.: 2019025(V1)
 Date: November 19, 2018

Advertiser :
 Agency :
 Product :
 Campaign Period :
 Billing Schedule :

EFFECTIVE PERIOD: January 01 – December 31, 2019
Mon – Sun @ 2545 – 2955

ENTITLEMENTS: To be utilized within 2 consecutive weeks

Zone / Rate	No. of Spots	Spot Duration	Package Cost (RC2019)	No. of Package(s) Committed
C / R	20	30-sec	\$4,500	
		25-sec	\$3,750	
		20-sec	\$3,000	
		15-sec	\$2,250	
		10-sec	\$1,500	
		5-sec	\$750	

SALES CONDITIONS:

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- The Station and/or HKCE reserve the right to withdraw this offer at any time without prior notice.
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**For and on behalf of
the Advertising Agent**

**For and on behalf of
HKCE**

Signed with Company Chop

Name:

Position:

Date:

Signed with Company Chop

Name:

Position:

Date:

Signed with Company Chop

Name:

Position:


Date:

香港國際財經台 – 高頻率播放 廣告計劃 (2019 年)
HK International Business Channel High Frequency Advertising Campaign (2019)

 Campaign No.: 2019026 (V1)
 Date: November 19, 2018

 Advertiser :
 Agency :
 Product :
 Campaign Period :
 Billing Schedule :

EFFECTIVE PERIOD: January 01 – December 31, 2019
Mon – Sun (Zone A)
ENTITLEMENTS: To be utilized within 2 consecutive weeks

Channel	No. of Spots (30-sec)	Package Cost (Gross Rate)	No. of Package(s) Committed
	Zone A / F1		
 HKIBC 香港國際財經台	120	\$80,000 (RC2019)	

SALES CONDITIONS:

The terms stipulated in the Rate Card, including the General Terms and Conditions, and Pre-emption 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 as stipulated in the Rate Card shall mutatis mutandis apply to, exercisable and undertaken by HKCE.

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- All spots – including Bonus Spots must be utilized in the same period.

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**For and on behalf of
HKCE**

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