



# i-CABLE News Facebook Post Ratecard 2018

# Facebook Pages of i-CABLE



有線新聞 i-Cable News

Facebook Page	No. of Likes ('000)	No of Followers ('000)
有線新聞 i-Cable News	319	340

Data as of Oct 31, 2018

# Facebook Post

<b>Specifications:</b>
Post advertisers' video with social media write-up according to page's tone & manner
Organic post on Facebook page
Upload client's image/ video on 1x i-CABLE News^
Social write-up with maximum 3 hashtags and 1 page tag
Posting time at approx 1pm or 6pm

Package Cost: \$ 38,000\*

Remarks:

\*15% agency commission applied.

^Each package includes one time \$3,000 Facebook post boosting on i-Cable News page. Additional boosting charge is applied on top of the package, with 15% handling charge.

## Post Visual - Example



The image shows a Facebook post from the page '有線新聞 i-Cable News'. The post is published by Kim Ching Ko on October 19 at 13:00. The content is in Chinese and features a video player. The text of the post includes a headline about the QASHQAI SUV, a description of its features, and a call to action for a test drive. The video player shows a first-person view from the driver's seat of a car, with a play button in the center. The video title is 'QASHQAI 跟其他 SUV 比較最獨特之處'.

**有線新聞 i-Cable News**  
Published by Kim Ching Ko  
19 October at 13:00 · 🌐

**【客戶特約】**  
**【一齊揭開日產英日混血QASHQAI 深得一眾用家喜愛之謎!】**

霸氣、實用、豪華, 聽落大相徑庭, 但日產嘅QASHQAI集全部特色於一身。QASHQAI推出10年, 風靡歐洲車壇紅到香港, 必有箇中原因。除左係Crossover SUV始祖外, 仲係由英國設計及製造, 外觀線條肌肉感強烈, 內裏功能齊全, 而且更配備多項智能駕駛系統, 性價比極高! 唔信? 睇下QASHQAI用家點評價!

想預約試車? 立即click入登記!  
<https://goo.gl/UUewCw>  
#NissanHK #SUV #QASHQAI

See translation

QASHQAI 跟其他 SUV 比較最獨特之處

# Facebook Post Material Specifications

Specifications	
Material Deadline	5 days prior to launch
Editorial approval	Required for all client's materials
Number of posts	1 image or 1 video
Material Specifications	Image format: JPG/ PNG Image ratio: 9:16 to 16:9 Resolution: 1200*628px Video format: MOV/ MP4 Video ratio: 9:16 to 16:9 Resolution: 1920*1080 (HD) Max duration: 15 mins

# Facebook Post Report

Report will be available 7 working days after launch

## REPORT EXAMPLE:

Facebook Post Report		Data as of Sep 7, 2018
Facebook Page	i-CABLE News	
Post Location (click to see the post on FB)	<a href="https://www.facebook.com/icablenews/XXX">https://www.facebook.com/icablenews/XXX</a>	
Post Date	XXX	
Post Time	XXX	
Post Visual	See attached Image	
Total No. of Engagement	XXX	
No. of Reactions	XXX	
No. of Share	XXX	
No. of Comments	XXX	
No. of Views (applicable for video only)	XXX	

## Post Visual - Example



有線新聞 i-Cable News

Published by Kim Ching Ko

19 October at 13:00 · 🌐

...

【客戶特約】

【一齊揭開日產英日混血QASHQAI 深得一眾用家喜愛之謎!】

霸氣、實用、豪華，聽落大相徑庭，但日產嘅QASHQAI集全部特色於一身。QASHQAI推出10年，風靡歐洲車壇紅到香港，必有箇中原因。除左係Crossover SUV始祖外，仲係由英國設計及製造，外觀線條肌肉感強烈，內裏功能齊全，而且更配備多項智能駕駛系統，性價比極高! 唔信? 睇下QASHQAI用家點評價!

想預約試車? 立即click入登記!

<https://goo.gl/UUewCw>

#NissanHK #SUV #QASHQAI

[See translation](#)



# Terms & Conditions

1. All the Facebook post bookings will be accepted at the i-Cable News page and HKCE's entire discretion and on first-come-first served basis. Please confirm your booking ASAP to ensure space availability.
2. Facebook post copy can be amended twice in maximum.
3. Facebook post copy starts with 【客戶特約】
4. The product name, description and quantity quoted are for reference only and may subject to change or adjustment within reasonable range.
5. The offer stated in this proposal is strictly confidential. HKCE reserves the right to rescind this offer in the event of unauthorized disclosure to any third party.
6. The liability of the Advertiser and Advertising Agent shall be joint and several.
7. All prices quoted are in HK dollars and are commercial, end-user pricing, exclusive of tax or duty [ or any production costs/ additional creative charges].
8. This proposal will be served as booking confirmation upon signing by the Advertiser and / or its Advertising Agent. A fee equivalent to 50% of the advertising rate will be charged for those cancelled booking 3 days prior the launch date; A fee equivalent to 100% of the advertising rate will be charged for those cancelled booking on the launch date.
9. The parties to this agreement do not intend that any term of this agreement should be enforceable, by virtue of the Contracts (Right of Third Parties) Ordinance, by an entity or person who is not a party to this agreement.
10. Payment Terms (Due Date): 30 Days Credit  
\*Cheque payment should be payable to “**Hong Kong Cable Enterprises Limited**”
11. These terms are subject to change at any time without prior notice at the sole and absolute discretion of HKCE.