



有線電視企業
HKC Enterprises

Social Media Platform 社交媒體平台

Rate Card 2019 常規廣告價目表 2019

(in Hong Kong Dollars) (港幣)

Platform 平台	Ad format 廣告格式	Gross Rate 價目 (HK\$)
Facebook 臉書 Page: i-Cable News 專頁: 有線新聞	Image/ Video Post 照片/ 影片形式	\$ 38,000/ post

Remarks:

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

Remarks:

1. Hong Kong Cable Enterprises Limited ("HKCE") is the publisher of the Facebook Post and the sole owner of all rights in and to the Facebook Pages of i-CABLE Group.
2. HKCE shall publish Facebook Post at its sole discretion in any Facebook Pages of i-CABLE Group on any date(s) as it thinks fit. Acceptance of an advertisement for publication does not constitute a binding commitment or any representation or warranty on HKCE's part to publish the same either at all or on any specified date or dates.
3. Advertiser agrees that HKCE will write, edit and design the Facebook Post to HKCE's house style and in HKCE's sole discretion. HKCE is not obliged to use or adopt in the Facebook Post any documents, photographs, graphics, logos, trademarks or other materials or records to be provided by Client (collectively "Client Materials").
4. All Facebook Post will be accepted at the i-Cable News page and HKCE's entire discretion, and on first-come-first served basis.
5. The Advertiser and the Advertising Agent jointly and severally undertake to pay all Rates and charges due to HKCE for the Booking at least ten (10) days, including Sundays and public holidays, before post launch day unless credit facility is granted by HKCE to the Advertiser or the Advertising Agent. If credit facility is granted, payment for all Rates and charges shall be made on or before the due date as stipulated on the relevant invoice.
6. Cancellation: Bookings once made cannot be cancelled.
7. 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.
8. These terms are subject to change at any time without prior notice at the sole and absolute discretion of HKCE.
9. In case of discrepancy, Cable TV Advertising General Terms and Conditions prevail.