



## Times Square Videowall Advertising Rate for 2007

Venue	Video (180-sec per hour) (eg. duration 30-sec, 6 spots per hour)	Slide (90-sec per hour) (eg. duration 10-sec, 9 spots per hour)
Times Square Only	HK\$31,000 per week	HK\$15,500 per week
Times Square & Harbour City	HK\$48,600 per week (20% off the Harbour City rate)	HK\$24,300 per week (20% off the Harbour City rate)

**Operation Cycle starts on every Monday:**

Monday to Sunday & Public Holiday (1200hrs – 2200hrs)

All bookings should give **at least two-week** notice prior to the air-date.

*(A) Discount*

*Advertising Agency Discount :	15%
*Times Square Tenant Discount :	20%

*(B) Bonus Scheme (valid on air-date from January 1 – 11 November, 2007)*

**\*Buy 2 get 1 additional package free scheme:** Advertiser who booked 2 consecutive weeks with the same version of video/slide can enjoy 1 additional package free (consecutive week) for the same version - Times Square videowall only. Advertiser who booked 4 consecutive weeks can enjoy 2 additional packages free and so on.

**\*Exhibitor incentive scheme:** Exhibitor who booked Times Square exhibition venues - Open Piazza I, Open Piazza II, Covered Piazza or 2/F Lobby for booking of minimum 3 consecutive days of which 2 days are weekend rate can enjoy buy 1 get 1 additional package free scheme (buy 2 will get 2 additional packages free and so on). This also applies to the same version of video/slide. The air-date should be consecutive weeks with any 1 week coinciding the exhibition period.

**\*Times Square retail tenant incentive scheme:** Retail tenant who booked Times Square videowall can enjoy buy 1 get 1 additional package free scheme (buy 2 will get 2 additional packages free and so on). This also applies to the same version of video/slide.

**\*Advertising agency discount, Times Square tenant discount, buy 2 get 1 additional package free scheme, exhibitor incentive scheme and Times Square retail tenant incentive scheme cannot be enjoyed simultaneously.**

**\*Bonus scheme is subject to air-time availability.**

*(C) Live Broadcast*

Time Zone	Air-time charge for 1 hour (min 1 hour)	Times Square technical crew for 1 hour (min 1 hour)
1200hrs - 1800hrs	\$35,000	\$3,000
1800hrs - 2200hrs	\$40,000	\$6,000

(D) *Conversion cost*

<b>Video</b>	each version	HK\$3,000(first 180-sec, every extra 30-sec HK\$550) For production of mpecII file from beta-cam PAL tape
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(E) *Other costs:*

<b>Rotation Cost:</b> HK\$2,500 (for video) <b>per version</b> HK\$1,250 (for slide)	Normally, only one version of advertisement is allowed to broadcast within each week. Rotation cost is involved for additional version to be used in one package.
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<b>Special Arrangement Cost:</b> HK\$2,500	The Operation Cycle normally commences on Monday and ends on Sunday. This special cost is involved for air-date that does not follow this cycle, e.g. starting Tuesday.
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**Materials Deadline:**

Please submit a **PAL Analogue beta-cam** for video and **Bitmap file** for slide at least 7 days (excluding holidays & weekends) before air-date. The beta-cam will not be returned unless specify.

**Terms of Payment:**

- All payment must be received **before the air-date** or else the booking will be cancelled without prior notice.
- Advertiser should be responsible for any payment of copyright and royalty of the content of the advertisements to any relevant parties.
- Advertiser should be responsible for obtaining all necessary licenses and consents required for broadcasting the advertisements from relevant authority.
- All terms and conditions are subject to Times Square videowall standard advertising agreement.

Please contact Eileen Chan at 2118 8852/ Connie Tsang at 2118 8854 for further details.

15 November 2006