



## Times Square Videowall Advertising Rate for 2011

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 (1000hrs – 2200hrs)

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

**(A) Discount**

*Advertising Agency Discount :	15%
*Times Square Office and Retail Tenant Discount :	20%

**(B) Discount package for exhibitor**

**\*3 days package for exhibitor:**

All exhibitors are entitled to book 3 consecutive days for \$12,000 for video and \$6,000 for slide and the advertising period should be on the same week of the exhibition. The conversion cost and rotation cost will be charged as regular package. Special arrangement cost due to odd day commencement is not applicable to this scheme.

**(C) Bonus Scheme (valid on air-date from Jan 1–Jun 30, 2011)**

**\*Buy 2 get 1 additional package free scheme:** Advertiser who booked 2 consecutive weeks with the same/ different version of video/slide on same product can enjoy 1 additional package free (consecutive week) for the same/ different version on the same product (Different version can be commence on each operation cycle 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 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 different version of video/slide on the same product. 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 package get 1 additional package free scheme in the consecutive week (buy 2 packages will get 2 additional packages free in the consecutive week and so on). This also applies to the different version of video/slide on the same product.

**\*Times Square new retail tenant incentive scheme:** New retail tenant can enjoy either 1 week free package of video or 2 weeks free package of slide for the first 6 months after opening (Including conversion cost of the 1<sup>st</sup> version). They can also enjoy a 50% off for a maximum of 3-week booking. The airdate should be consecutive weeks with the free package and for the same product. The conversion cost, rotation cost and special arrangement cost will be charged as regular package.

\*Privilege Package for car and entertainment advertiser: Car and entertainment advertisers can have a privilege rate of \$40,000 for 2 weeks (Advertising agency discount: 15%). Conversion cost of the 1<sup>st</sup> version will be waived while conversion cost of extra version, special arrangement and rotation cost will also be applied.

\*Privilege Package for FMCG advertiser: FMCG advertisers can have a privilege rate of \$50,000 for 2 weeks (Advertising agency discount: 15%). Conversion cost of the 1<sup>st</sup> version will be waived while conversion cost of extra version, special arrangement and rotation cost will also be applied.

\*Privilege Package for cosmetics advertiser: Cosmetics advertisers can have a privilege rate of \$40,000 for 2 weeks (Advertising agency discount: 15%). Conversion cost of the 1<sup>st</sup> version will be waived while conversion cost of extra version, special arrangement and rotation cost will also be applied.

***\*Advertising agency discount, Times Square office and retail tenant discount, 3 days package for exhibitor, buy 2 get 1 additional package free scheme, exhibitor incentive scheme, Times Square retail tenant incentive scheme, Times Square new retail tenant incentive scheme cannot be enjoyed simultaneously.***

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

*(D) Live Broadcast*

Time Zone	Air-time charge for 1/2 hour (min 1/2hour)	Air-time charge for 1 hour	Times Square technical crew for 1 hour (min 1 hour)
1200hrs - 1800hrs	HK\$17,500	\$35,000	\$3,000
1800hrs - 2200hrs	HK\$20,000	\$40,000	\$6,000

*(E) Time Check*

- Duration: 15s/spot at top of the hour
- Frequency: 13 spots/day (1000hrs – 2200hrs)
- Package Cost: **\$50,000 per month**
- Conversion Cost: Waived for the first set of versions (13 versions from 1000hrs to 2200hrs), extra set of versions HK\$5,000 per set (Less than 13 versions will treat as 1 set)
- Special Arrangement Cost: HK\$5,000. The operation cycle normally commences on the 1<sup>st</sup> of the month and ends at the end of the month. This special cost involved for air-date that does not follow this cycle, e.g. starting on the 2<sup>nd</sup> of the month.

*(F) Conversion cost*

<b>Video</b>	each version	HK\$1,000(first 180-sec, every extra 30-sec HK\$550)
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*(G) Other Costs*

<b>Rotation Cost:</b>	HK\$500 (for video) HK\$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 specified.

**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 Ms Virginia Wu (Tel: 2118 8854, Email: [viriniawu@timesquare.com.hk](mailto:viriniawu@timesquare.com.hk)) or Mr Stanley Lam (Tel: 2118 8851, Email: [stanleylam@timesquare.com.hk](mailto:stanleylam@timesquare.com.hk)) for further details.

**For the booking of both Times Square and Harbour City, please also contact Ms Gloria Hui (Tel: 2118 8621, Email: [gloriahui@harbourcity.com.hk](mailto:gloriahui@harbourcity.com.hk)) for further details.**

13 Dec 2010