

Harbour City Videowall Advertising Rate for 2011

(valid on air-date from (Jan 3, 2011 – July 3, 2011)

OUTDOOR Videowall Rate Card

Venue	Video* (180-sec per hour) <30-sec, 6 spots per hour>	Slide (90-sec per hour) <10-sec, 9 spots per hour>
Harbour City Only	HK\$22,000 per week	HK\$11,000 per week
Harbour City & Times Square	HK\$48,600 per week (20% off the Harbour City rate) <i.e. \$22,000 x 20% + \$31,000 (TS)>	HK\$24,300 per week (20% off the Harbour City rate) <i.e. \$11,000 x 20% + \$15,500 (TS)>

* With further have conversion fee or other fee

- Operation Cycle starts on every Monday : Mon - Fri (1300-2200)
: Sat, Sun & Public Holiday (1200-2200)

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

INDOOR Videowall Rate Card

- **Location** : Intersection between Level 2, Ocean Terminal, Harbour City & Level 2, Ocean Centre, Harbour City (near Lane Crawford)

Venue	<u>HC Videowall</u> (270-sec per hour) <30-sec, 9 spots per hour>
Harbour City Existing Outdoor Videowall & Harbour City New Indoor Videowall	HK\$30,000 per week
Harbour City (Outdoor & Indoor Videowalls) & Times Square Videowall	HK\$56,600 per week

- Operation Cycle starts on every Monday : Mon - Sun & Public Holiday (1000-2200)
All bookings should give **at least two-week** notice prior to the air-date.

(A) Discount

Advertising Agency Discount	15%
Harbour City Retail & Office Tenant Discount	20%
Harbour City Exhibitor Discount *	50%

* Exhibitor Discount

Exhibitor who booked exhibition venues at Harbour City of minimum 2 consecutive days of which 2 days are weekend rate can enjoy "Exhibitor Discount". The air-date should be within 1 week before or after the exhibition period. This applies to Harbour City Videowall only.

(B) Bonus Scheme (cannot be enjoyed simultaneously)

Buy 2 get 1 free Package Scheme

Advertiser who booked 2 consecutive weeks can enjoy 1 additional package free in consecutive week (buy 4 will get 2 free and so on). This also applies to the different version of video/slide.

Harbour City Retail & Office Tenant Incentive Scheme

Retail & Office tenant who booked 1 package can enjoy 1 package free in consecutive week (buy 2 will get 2 free and so on). This also applies to the different version of video/slide.

Outdoor & Indoor Videowall Package Scheme

Advertiser who booked 3 consecutive weeks outdoor videowall can get 3 weeks indoor videowall free package (buy 6 will get 6 free and so on). The free packages should be used at the same period. All advertising versions and broadcasting arrangement must be the same at Outdoor & Indoor Videowall

- *Buy 2 get 1 free Package Scheme, Harbour City Retail & Office Tenant Incentive Scheme, Advertising Agency Discount, Harbour City Retail & Office Tenant Discount & Harbour City Exhibitor Discount, Outdoor & Indoor Videowall Package Scheme cannot be enjoyed simultaneously. (ie. Harbour City & Times Square Package Discount can be used together with the said bonus schemes / discounts)*
- *All Bonus Scheme & Harbour City Exhibitor Discount are not applicable on air-date from Nov 28, 2011 – Jan 1, 2012.*
- *Bonus scheme is subject to air-time availability.*

(C) Live Broadcasting

Time Zone	Air-time charge for 1 hour (min 1 hour)	Harbour City technical crew for 1 hour (min 1 hour)
1200hr / 1300hr – 1800hr	HK\$35,000	HK\$3,000
1800hr – 2200hr	HK\$40,000	HK\$6,000

(D) Conversion Fee

Video	Each version	HK\$1,000 (for the first 180-sec) and HK\$550 (for every extra 30-sec)
Slide*	Each version	Nil

*Advertiser must submit the slide in **640 x 480 pixels**

(E) Other Fees

Rotation Fee (per version)	HK\$500 (for video) HK\$250 (for slide)	Only one version of advertisement is allowed to broadcast within each week. Additional version of advertisement for versions rotation is involved on top of the net media cost (per extra version).
Special Arrangement Fee	HK\$2,500	If the air-date is not commencing on Monday, special arrangement fee will be charged.

(F) Material Deadline

- Materials Deadline: a PAL Analogue beta-cam should be submitted at least 7 working days (excluding holidays & weekend) before air-date. The beta-cam will not be returned unless specify.

(G) Payment Terms:

- 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.
- Advertisers should be responsible for obtaining all necessary licences and consents required for broadcasting the advertisements from relevant parties.
- All terms and conditions are subject to Harbour City videowall standard advertising agreement.

Regarding the booking or further enquiries of Harbour City videowall, please contact Ms. Phyllis Lam at **2118 8637** or email to phyllislam@harbourcity.com.hk or Ms. Gloria Hui at **2118 8621** or email to gloriahui@harbourcity.com.hk for details.

For the booking of both Harbour City and Times Square, please also contact Ms. Virginia Wu at **2118 8854** or email to virginiawu@timesquare.com.hk for further details.