

ViuTV & Now TV CNY Advertising Package 2017 (Year of Rooster)

Package Deadline: Jan 13, 2017
 Material Deadline: Jan 18, 2017
 Telecast Schedule: Jan 25 (年廿八) - 6 Feb (年初十), 2016 (Total: 13 days)

Specifications:

- 10 sec standard billboard and v.o. with advertiser's logo

TV Spots Entitlements					
					
Prime: 19:55-24:05		13	Day Fringe: 05:55-17:50		26
Shoulder Prime: 17:55-18:50 24:10-25:05		4	Night Fringe: 25:10-29:50		13
			Sub-total		56
Prime Time (19:00-24:59) Sports Channels: All <i>LIVE</i> sports on Sports Channels			Fringe Time (06:00-18:59) & (25:00-29:59) Sports Channels: <i>Non-LIVE</i> sports on Sports Channels		
Channel		No. of Spots	Channel		No. of Spots
 (Ch.322)		13	 (Ch.322)		25
 (Ch.333)		13	 (Ch.333)		25
 (Ch.102)		13	 (Ch.102)		25
 (Ch.108)		15	 (Ch.108)		25
 (Ch.105)		15	 (Ch.105)		25
 (Ch. 210)		3	 (Ch. 210)		6
 (Ch.527)		3	 (Ch.527)		6
 (Ch. 215)		3	 (Ch. 215)		6
 (Ch.216)		3	 (Ch.216)		6
 (Ch. 630)		10	 (Ch. 630)		15
 (Ch.631-637)		15	 (Ch.631-637)		20
 (Ch.670)		3	 (Ch. 668)		15
 (Ch.671)		3	Sub-total		332
 (Ch.672)		3			
  (Ch.683-684)		10			
 (Ch. 668)		8			

Total no. of 10" spots/ value	388	\$158,140
Discount		68.5%
Committed Advertiser		\$49,888
Non-committed Advertiser		\$54,300

[Optional] New Media Entitlements				
	Format	Duration	Estimated Impression	Value
	Bottom Banner	13 Days	380,000	HKD\$26,600
				
				

Total Value(ViuTV & Now TV + New Media)	\$184,740
Discount	70.80%
Committed Advertiser	\$53,888
Non-committed Advertiser	\$58,600

Package Price (Please select one option)		committed advertiser	non-committed advertiser
☐ TVC Entitlements	Package Rate (Gross)	\$49,888	\$54,300
	Agency Commission		
	Package Rate (Net)		
☐ TVC + New Media Entitlements	Package Rate (Gross)	\$53,888	\$58,600
	Agency Commission		
	Package Rate (Net)		

Production Service (Please select one option)

- ☐ One 10" commercial spot ad production including animation, festive background music and voice-over.
- ☐ Advertiser to supply the video (10 seconds only)

Production Material (Please select one template & Voice Over Greeting Message)

(1) Template

☐ A 	☐ B 	☐ C 	☐ D
☐ E 	☐ F 	☐ G 	☐ H
☐ I 	☐ J 	☐ K 	☐ L
☐ M 	☐ N 	☐ O 	☐ P
☐ Q 	☐ R 	☐ S 	☐ T

(1) Template-new media

☐ NEW MEDIA 01 	☐ NEW MEDIA 02
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(2) Voice Over Greeting Message Sample

Message Section 1	Message Section 2	Others (Max. 30 characters)
☐ 全港市民	☐ 身體健康，青春常駐	
☐ 香港市民	☐ 雞年大吉，步步高昇	
☐ 全港觀眾	☐ 財源亨通，金玉滿堂	
☐ 各位觀眾	☐ 萬事如意，福星高照	
☐ You	☐ 心想事成，吉慶有餘	
	☐ 財源廣進，喜氣盈門	
	☐ 花開富貴，出入平安	
	☐ 萬事大吉，一團和氣	
	☐ 新年進步，萬事如意	
	☐ Happy Chinese New Year	

(Remarks) Logo Format

- (1) 1920 x 1080 pixels
- (2) 72 dpi resolution
- (3) Colour Mode: RGB
- (4) AI, JPG, PSD, TIF, GIF format
- (5) If the company or product name is in text only, the maximum is 8 Chinese characters.

ViuTV & Now TV CNY Advertising Package 2017 (Year of Rooster)

Package Deadline: Jan 13, 2017
 Material Deadline: Jan 18, 2017
 Telecast Schedule: Jan 25 (年廿八) - 6 Feb (年初十), 2016 (Total: 13 days)

Specifications:

- 5 sec standard billboard and v.o. with advertiser's logo

TV Spots Entitlements					
					
Prime: 19:55-24:05		13	Day Fringe: 05:55-17:50		26
Shoulder Prime: 17:55-18:50 24:10-25:05		4	Night Fringe: 25:10-29:50		13
			Sub-total		56
					
Prime Time (19:00-24:59) Sports Channels: All <i>LIVE</i> sports on Sports Channels			Fringe Time (06:00-18:59) & (25:00-29:59) Sports Channels: <i>Non-LIVE</i> sports on Sports Channels		
Channel		No. of Spots	Channel		No. of Spots
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 (Ch.333)		13	 (Ch.333)		25
 (Ch.102)		13	 (Ch.102)		25
 (Ch.108)		15	 (Ch.108)		25
 (Ch.105)		15	 (Ch.105)		25
 (Ch. 210)		3	 (Ch. 210)		6
 (Ch.527)		3	 (Ch.527)		6
 (Ch. 215)		3	 (Ch. 215)		6
 (Ch.216)		3	 (Ch.216)		6
 (Ch. 630)		10	 (Ch. 630)		15
 (Ch.631-637)		15	 (Ch.631-637)		20
 (Ch.670)		3	 (Ch. 668)		15
 (Ch.671)		3	Sub-total		332
 (Ch.672)		3			
 (Ch.683-684)		10			
 (Ch. 668)		8			

Total no. of 5" spots/ value	388	\$79,070
Discount		63.5%
Committed Advertiser		\$28,888
Non-committed Advertiser		\$31,500

[Optional] New Media Entitlements				
	Format	Duration	Estimated Impression	Value
	Bottom Banner	13 Days	380,000	HKD\$26,600
				
				

Total Value(ViuTV & Now TV + New Media)	\$105,670
Discount	68.90%
Committed Advertiser	\$32,888
Non-committed Advertiser	\$35,800

Package Price (Please select one option)		committed advertiser	non-committed advertiser
☐ TVC Entitlements	Package Rate (Gross)	\$28,888	\$31,500
	Agency Commission		
	Package Rate (Net)		
☐ TVC + New Media Entitlements	Package Rate (Gross)	\$32,888	\$35,800
	Agency Commission		
	Package Rate (Net)		

Production Service (Please select one option)	
☐ One 5" commercial spot ad production including animation, festive background music and voice-over.	
☐ Advertiser to supply the video (5 seconds only)	

Production Material (Please select one template & Voice Over Greeting Message)

(1) Template

☐ A 	☐ B 	☐ C 	☐ D
☐ E 	☐ F 	☐ G 	☐ H
☐ I 	☐ J 	☐ K 	☐ L
☐ M 	☐ N 	☐ O 	☐ P
☐ Q 	☐ R 	☐ S 	☐ T

(1) Template-new media

☐ NEW MEDIA 01 	☐ NEW MEDIA 02
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(2) Voice Over Greeting Message Sample			
	Message Section 1	Message Section 2	Others (Max. 30 characters)
	☐ 全港市民 ☐ 香港市民 ☐ 全港觀眾 ☐ 各位觀眾 ☐ You	☐ 身體健康，青春常駐 ☐ 雞年大吉，步步高昇 ☐ 財源亨通，金玉滿堂 ☐ 萬事如意，福星高照 ☐ 心想事成，吉慶有餘 ☐ 財源廣進，喜氣盈門 ☐ 花開富貴，出入平安 ☐ 萬事大吉，一團和氣 ☐ 新年進步，萬事如意 ☐ Happy Chinese New Year	

(Remarks) Logo Format
(1) 1920 x 1080 pixels
(2) 72 dpi resolution
(3) Colour Mode: RGB
(4) AI, JPG, PSD, TIF, GIF format
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Remarks:
Remarks: Terms and Conditions applies.