



HOY TV 全日睇 廣告計劃 (2024 年)

HOY TV Smart Advertising Campaign (2024)

Campaign No.: 2024 (1)
Date: November 10, 2023

Advertiser :
Agency :
Product :
Campaign Period :
Billing Schedule :

EFFECTIVE PERIOD: January 01 – December 31, 2024

ENTITLEMENTS: To be utilized within 2 consecutive weeks

☐ Commitment Client ☐ Non-commitment Client

Zone / Rate					No. of Spots	Spot Duration	Package Cost (RC2024)		No. of Package(s) Committed
							Commitment	Non-Commitment	
H5/ F1	H4/ F1	H3/ F1	H2/ F1	H1/ F1	118	30-sec	\$188,000	\$225,600	
						25-sec	\$156,700	\$188,040	
						20-sec	\$125,400	\$150,480	
						15-sec	\$94,000	\$112,800	
						10-sec	\$62,700	\$75,240	
						5-sec	\$31,400	\$37,680	
18	18	30	30	22					

SALES CONDITIONS:

The terms stipulated in the Rate Card, including the General Terms and Conditions, and Pre-emption contained therein, are to be taken read and construed as an essential part of this Advertising Campaign as if they were expressly set out herein to the intent that all Bookings of advertising airtime of Advertiser and/or Advertising Agent to be made pursuant to this Advertising Campaign shall be subject to these terms and conditions, and the rights, powers and obligations of the Station as stipulated in the Rate Card shall mutatis mutandis apply to, exercisable and undertaken by HOY TV Limited (HOY TV).

The following terms are in addition to the prevailing Rate Card:

1. All bookings are non-cancellable.
2. Subject to the Station's airtime availability, Bookings will be accepted at the Station and HOY TV's entire discretion and on first-come-first-served basis.
3. The liability of the Advertiser and Advertising Agent shall be joint and several.
4. Subject to the Station's airtime availability, all spots must be scheduled within 2 consecutive weeks on or before December 31, 2024. Any spots have not been transmitted shall be deemed to be forfeited thereafter. The Advertiser and/or Advertising Agent are still liable to pay the full amount of the Booking and have no right to claim in any nature whatsoever against HOY TV and/or the Station.
5. With the exemption of accredited advertisers and agencies, this Advertising Campaign is offered on a cash-before-transmission basis.
6. The Station reserves the right to withdraw this offer at any time without prior notice.
7. This Advertising Campaign supersedes any previous versions issued.
8. All spots – including Bonus Spots must be utilized in the same period.

These terms are subject to change at any time without prior notice at the sole and absolute discretion of HOY TV.

**For and on behalf of
the Advertiser**

**For and on behalf of
the Advertising Agent**

**For and on behalf of
HOY TV**

Signed with Company Chop
Name:
Position:
Date:

Signed with Company Chop
Name:
Position:
Date:

Signed with Company Chop
Name:
Position:
Date: