

## Basic 30-second Zone Spots Rates\* (Monday – Sunday)

ZONE	CR1	CR2	HK\$	ZONE	AM864	HK\$
ZONE 1	0600 – 2000	0600 – 2000	11,500	Zone 1	0600 – 2600	4,000
	2300 – 2500	2300 – 2500				
ZONE 2	2000 – 2300	2000 – 2300	9,200			
ZONE 3	2500 – 3000	2500 – 3000	5,000			

\* Zone spots may be rotated, at the Station's discretion, within the sessions specified by the advertiser.

### Loading Charge (CR1 & CR2 - applicable to Zone Spots only):

Fixed Time	+25%
Rotation within 2 hours	+10%

### Prime Time Package\*

20 spots to be distributed between 1000-2000 and 2300-2500 in CR1 or CR2 with the following broadcast schedule:-

Date	Time session	Daily no. of spot	Total no. of spot
Mon-Fri (Except Wed)	1000 – 2000	3	14
Wed		2	
Sat & Sun	2300 – 2500	3	6

30-second Package (per channel): \$146,000

Remark: Partial packages are accepted only for the extension of a campaign and must be purchased in multiples of 2 spots.

### Run of Station Package\*

3 spots daily to be evenly distributed in all zones (1000-2600) on 7 consecutive days (total 21 spots) in CR1 or CR 2.

30-second Package (per channel): \$96,600

Remark: No partial packages are available.

\* Limited Availability. In the event that the package spot(s) is pre-empted by Horse Racing and other special programmes, such spot(s) will be re-scheduled to the same time session(s) on another day within the campaign period and at the Station's discretion.

## CR1 & CR2 VOLUME REBATE

An advertiser will be entitled to the following volume rebates on expenditure for the 12-month period corresponding to his pre-defined fiscal year. Pre-defined fiscal years cannot be modified.

CR1		CR2	
Annual Expenditure (HK\$)	Rebate %	Annual Expenditure (HK\$)	Rebate %
750,001 - 1,250,000	2.5	750,001 - 1,250,000	2.5
1,250,001 - 1,800,000	5.0	1,250,001 - 1,800,000	5.0
1,800,001 - 2,600,000	7.5	1,800,001 - 2,600,000	7.5
2,600,001 - 3,600,000	10.0	2,600,001 - 3,600,000	10.0
3,600,001 +	15.0	3,600,001 +	15.0

Advertisers will be eligible for volume rebates only when :-

- 1) The invoiced expenditure exceeds the threshold(s) defined above;
- 2) Commercial Radio's trading terms are fully complied with; and
- 3) Volume rebates only apply to the advertising items as listed in this rate card.

Expenditure on more than one channel cannot be combined for the purpose of volume rebate.

## BARE ESSENTIALS

### Acceptability of Materials

The Station reserves the right to approve or reject any materials without assigning any reason for so doing.

All materials supplied by the advertisers or its agencies must comply with:

- a) the laws of Hong Kong;
- b) the regulations contained in the Code of Practice :-
  - Radio Advertising Standards
  - Radio Programme Standards
- c) any Ordinances, Communications Authority directions; and
- d) other conditions governing radio advertising.

### Materials Deadline

All commercial materials should be received before 12 noon on the working day prior to the broadcast.

If the first broadcast day is Monday, the commercial materials should be received before 12 noon on Friday.

### Revisions

Postponement will only be accepted up to a minimum of five (5) working days before the broadcast. Postponed spots must be broadcast within 90 days of the original schedule. Unused spots after this period will be charged in full.

The Station reserves the right to charge in full as per the original schedule for spots revised less than five (5) working days before the original broadcast date.

Only rate card items may be postponed.

### Rate for Special Periods

Subject to airtime availability, loading charge may apply during specific time sessions, Christmas and Chinese New Year Holidays.