

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

| ZONE | CR1 | CR2 | HK\$ | ZONE | AM864 | HK\$ |
|--------|-------------|-------------|--------|--------|-------------|-------|
| ZONE 1 | 0600 – 2000 | 0600 – 2000 | 14,500 | Zone 1 | 0600 – 2600 | 4,940 |
| | 2300 – 2500 | 2300 – 2500 | | | | |
| ZONE 2 | 2000 – 2300 | 2000 – 2300 | 11,600 | | | |
| ZONE 3 | 2500 – 3000 | 2500 – 3000 | 6,300 | | | |

* 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 on 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): \$183,800

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) on CR1 or CR 2.

30-second Package (per channel): \$120,000

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.

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.