

## Summer Fever Advertising Campaign 2018

Is time to plan your “HOT” product and service promotions in this Hot Season! **MTR In-train TV “Summer Fever Advertising Campaign 2018” is your best choice!**

**The most effective and powerful outdoor TV advertising platform – MTR In-train TV** with the edge of reaching massive passengers, promoting the hot products and services while on trains. Grasp this golden opportunity now!

MTR network includes East Rail, West Rail, Ma On Shan, Kwun Tong and South Island Lines.

### The Package:

<b>Display Period</b>	Jun – Aug 2018		
<b>Entitlements</b>	<b>Network (Full)* :</b> 21 shares of 30-sec (12 spots per share)	<b>Network (A)** :</b> 21 shares of 30-sec (12 spots per share)	<b>Network (B)***:</b> 21 shares of 30-sec (12 spots per share)
<b>Additional Bonus</b>	7 shares of 45-sec L-Shaped & Vertical Banner (12 spots per share)		
<b>Production</b>	1 x 45-sec L-Shaped Window & Vertical Banner with simple graphic production		
<b>Package Rate</b>	<b>HK\$112,600</b>	<b>HK\$80,800</b>	<b>HK\$31,800</b>
<b>Display Schedule</b>	Subject to airtime availability		

### General Information of MTR In-train TV

- ✧ **Content : i-CABLE News and Fantastic TV Entertainment News**
- ✧ **Network (Full)\* : MTR's East Rail, West Rail, Ma On Shan, Kwun Tong (Trains equipped with LCD screens) and South Island Lines**
- ✧ **Network (A)\*\* : MTR's East Rail, West Rail & Ma On Shan Lines**
- ✧ **Network (B)\*\*\* : MTR's Kwun Tong Line (Trains equipped with LCD screens) and South Island Line**
- ✧ **No. of Trains : 113 trains (as of 21 May 2018)**
- ✧ **No. of Screens : Over 5,000 LCD Screens**

### Sales Conditions:

The Advertiser and Advertising Agent further acknowledge and agree that the terms stipulated in the Rate Card, including the General Terms and Conditions 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.

1. All Bookings are non-cancellable.
2. The liability of Advertiser and Advertising Agent under this booking shall be joint and several.
3. Subject to the availability of airtime in MTR In-train TV, Bookings will be accepted at HKCNE's entire discretion on first-come-first-served basis.

4. Subject to the availability of airtime in MTR In-train TV, all spots of individual package should be scheduled on or before the last date as mentioned in the available period. Any spots have not been displayed 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 HKCNE.
5. The terms stated in this booking are strictly confidential. HKCNE reserves the right to withdraw the offer in the event of unauthorized disclosure to any third party.
6. With the exemption of accredited advertisers and agencies, this package is offered on cash-before-display basis.
7. All advertising materials, including but without limitation all physical materials/video clips/footages contained therein, produced by HKCNE shall at all times remain the properties of HKCNE and/or its licensor(s) and shall not be returned to the Advertiser and/or the Advertising Agent. Unless with the prior written approval of HKCNE, the said advertising materials shall only be exploited by the Advertiser and/or Advertising Agent for the purpose of and by any means as stated in this booking.
8. HKCNE shall not be liable for any claims or liabilities of whatsoever nature arising from the computer graphics or visual images contained in the materials, including but not limited to claims or actions alleging the infringement of copyright or rights of ownership.
9. Any advice, clearance or approval given by HKCNE in relation to the advertising Materials shall not be taken as final determination as to the suitability or acceptability of the advertising Materials, in respect of which MTR is the final authority. In using the production services, the Advertiser and/or the Advertising Agent shall absolve HKCNE from any liability resulting from HKCNE and/or MTR rejection of the advertising Materials in its final form.
10. The entire ownership, copyright and all exploitation right in and to any edited, changed, dubbed and subtitled versions that were originally created by the Advertiser and/or the Advertising Agent shall at all times be owned by and remain vested in HKCNE.

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