



Top Funnel Package

Available Period 適用日期:

July 1 - September 30, 2023

PACKAGE 套裝			Driver Package	Booster Package A	Booster Package B (Jul 1 - Aug 31, 2023)	Booster Package B (Sep 1 - 30, 2023)
PACKAGE COST 套裝價格 ^① <small>① Applicable to all advertisers. 適用於所有廣告客戶。</small>			HK\$1,400,000	HK\$500,000	HK\$500,000	HK\$500,000
DURATION 秒數:			30"	30"	30"	30"
ENTITLEMENT 客戶所得:			Driver Package	Booster Package A	Booster Package B	Booster Package B
TV PLATFORM 電視頻道						
Channel 電視頻道	Time Class 時段	Rate 級別				
Jade	J7	FB	6	2	1	1
	J7	RB	6	2	1	1
	J6	FB	3	1	2	1
	J6	RB	3	1	0	0
	J4	RB	6	2	3	2
	J3	RB	12	4	7	3
	J2	RB	12	4	3	3
			48	16	17	11
J2	B7	RB	30	10	7	7
	B5	RB	12	4	3	3
	B4	RB	12	4	3	3
			54	18	13	13
TVB News	C4	RB	24	8	5	5
	C3	RB	24	8	5	5
			48	16	10	10
Pearl	P5	RB	12	4	2	2
	P4	RB	12	4	3	3
	P1	RB	24	8	6	6
			48	16	11	11
TVB Finance, Sports & Information	A5	RB	36	12	9	9
	A3	RB	24	8	6	6
	A2	RB	24	8	5	5
			84	28	20	20
GRAND Total No. of Spots 總播放次數:			282	94	71	65
myTV SUPER						
myTV SUPER & TVB News			No. of Impressions 曝光次數			
In-stream (Mid-roll) (Max. 30-sec)			2,000,000	1,000,000	3,750,000	2,500,000
No. of Ad Weeks			4	2	2	2

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Cost Efficiency Estimation (30-sec)	Estimated Performance (P4+)			
Estimated Total (P4+) GRPs	600	200	156	120
Estimated Viewership (P4+)	40,592,000	13,864,000	13,784,000	10,218,000
Estimated CPM (HK\$)	HK\$34.5	HK\$36.1	HK\$36.3	HK\$48.9

Billing Schedule 付款日期

Bill by Schedule 廣告播放前全數繳付

Sales Conditions 銷售條款

Please refer to the following in addition to our General Terms and Conditions under Rate Card Nos. 56/57 and myTV SUPER 2023.

詳情請參閱附加條款, 56/57價目表及myTV SUPER 2023價目表內之一般條款。

1. Booking will be accepted on a first-come-first-served basis. TVB reserves the right to withdraw these offers at one week' notice. 廣告訂位以先到先得形式決定。TVB保留在一星期內通知客戶取消此套裝之權利。
2. No cancellation and rescheduling are allowed once booking confirmed. 廣告訂位一經確認後將不能取消及改期。
3. Subject to availability, all spots in the package must be utilized on/before September 30, 2023. 客戶訂購之廣告套裝，所有廣告必須安排於2023年9月30日或之前播出。
4. Whilst these packages are not eligible for volume rebates, the total cost of such packages will be taken into account by the Station when calculating volume rebate available to the Advertiser under the prevailing Rate Card. 購買以上套裝的客戶將不獲大額回扣，唯此費用可撥入客戶現時沿用價目表之總廣告支出，以便計算同年度價目表大額回扣之用。
5. All spots are subject to pre-emptions. 廣告競投機制適用於套裝內所有廣告。

TVB Rate Card : <http://ad.tvb.com/tvbsales/ratecard/tnc.php>

myTV SUPER Rate Card: <https://ad.mytvsuper.com/category/advertise/terms-conditions/>

In case of discrepancies between the English & Chinese versions, the English version shall apply and prevail.

中英文本如有歧義，應以英文本作準。

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