

## GD Jade "Kung Hei Fat Choy" Greetings Package 廣東翡翠台《恭喜發財》賀年廣告套裝

**Applicable Period 適用日期 :** 2026 年 2 月 15 日 (Sun 星期日) - 2 月 28 日 (Fri 星期五)

### Entitlements 客戶所得

The package consists of 68 rotational TV spots to be scheduled between Feb 15, 2026 (Sun) and Feb 28, 2026 (Fri). 廣告套裝包括 68 次不定位電視賀年廣告，於 2026 年 2 月 15 日 (星期日) 至 2 月 28 日 (星期五) 期間播放。

TV Platform 電視頻道								
Channel 電視頻道	Time Class 播出時段 / No. of Spots 播放次數							Total 共
GD Jade 廣東翡翠台	GJ7 x 11	GJ6 x 3	GJ5 x 5	GJ4 x 4	GJ3 x 5	GJ2 x 24	GJ1 x 16	68
Total No. of Spots 播放次數								68

  

Package Code 套裝代號	Duration 秒	RC No. 59A* <sup>①②</sup>	RC No. 60* <sup>①②</sup>
GJ10	10-sec 秒	\$50,000	\$58,000
GJ5	5-sec 秒	\$30,000	\$35,000

\*Not Applicable to Banking & Finance / Insurance advertisers. 不適用於金融、保險客戶。

①② Apply to advertisers purchase GD Jade KHFC Greeting Package ONLY. 該折扣優惠適用於只購買廣東翡翠台恭喜發財賀年廣告套裝客戶。

#### ① 10% off 折扣:

If Advertisers purchase **2 or more** of the GD Jade "Kung Hei Fat Choy" greetings packages, they will receive a 10% discount, i.e. @\$45,000.

如客戶選購超過 **2 套或以上** 的廣東翡翠台賀年廣告套裝，將享有 10% 折扣, i.e. @\$45,000。

#### ② Extra 額外 15 spots 次廣告:

Advertisers who do not require the TV production facilities provided by the station will be given **15 extra spots** on GD Jade (i.e. @GJ7x1, GJ2 x14 ) of respective duration. 如客戶選擇自行製作電視廣告，可額外獲贈廣東翡翠台 **15 次** 與套裝相對秒數的廣告, 包括 GJ7 時段內播放 1 次, GJ2 時段內播放 14 次。

**Billing Schedule 付款日期** 2 月 - 100%

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### Sales Conditions 銷售條款

Please refer to the following in addition to our General Terms & Conditions contained in Rate Card No.59A, No.60 :-

除 59A,60 價目表內之一般條款外，客戶仍須遵照以下細則：-

1. Bookings will be accepted on a first-come-first-served basis. 所有廣告訂位以先到先得形式決定。
2. No cancellation and rescheduling are allowed once booking is confirmed. 廣告訂位一經確認後將不能取消及改期。
3. Only commercials with Chinese New Year greetings message will be accepted for this special package and no product protection will be given. 《恭喜發財》賀年廣告套裝只接受新年賀詞或恭祝訊息之廣告。同類產品有機會於同一廣告時段內播放。
4. The presentation of all package spots will be rotated on the fairest possible basis at the Station's discretion. 本台將以公平方法安排賀年廣告之播放次序。
5. Bonus spots cannot be converted to purchase this package. 此廣告套裝不能以優惠獎賞額購買。
6. The package amount will be counted into the total spending of the commitment scheme. 此廣告套裝金額將計入廣告預訂計劃。
7. TVB reserves the right to withdraw this package without any prior notice. TVB 保留取消此廣告套裝之權利。
8. Our channel/platform lineup may change from time to time. Such changes shall not invalidate or diminish the advertiser's commitment, nor entitle the advertiser to any claims in respect thereof. We will provide substitute entitlements of a like value to the advertiser directly affected. 我們的頻道/平台陣容可能會不時變動。該等變動不會使廣告商的承諾失效或減少，亦不會使廣告商有權提出任何索償。我們將向直接受影響的廣告商提供相等價值的替代廣告權利。

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

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### Remarks for Package 套裝備註

The package includes production cost in creating one simple computer graphic by a production house appointed by TVB plus recording fee of the greetings message in Cantonese by a male duty-announcer from the script provided by the Advertiser. 廣告套裝價格已包括由 TVB 特約製作公司以簡單電腦影像處理客戶的賀年廣告，並由本台指派男性播音員讀出廣東話新春賀詞。

Advertisers can shoot their own medium shot greeting videos for post-production by TVB. Greetings video must be in Cantonese and length of film must be exact duration. 客戶亦可自行拍攝半身對鏡頭祝賀之影片，再交由 TVB 進行後期加工製作。新春賀詞影片必須為廣東話及片長時間必須準確。

Advertisers who do not require the TV production facilities provided by the station will be given 15 extra spots on GD Jade (i.e. @GJ7x1, GJ2 x14) of respective duration. 如客戶選擇自行製作電視廣告，可額外獲贈廣東翡翠台 15 次與套裝相對秒數的廣告，包括 GJ7 時段內播放 1 次及 GJ2 時段內播放 14 次。

### Advertising Material And Deadline 賀詞、畫稿或幻燈片收件截止日期

Required TVB's computer graphic production and/or voice-over recording.

由 TVB 負責製作的賀年廣告收件截止日期

**2026 年 1 月 21 日 Wed 星期三 1700**

**Finished material provided by client.**

由客戶自行製作的賀年廣告收件截止日期

**2026 年 2 月 2 日 Mon 星期一 1700**

Should you require further information, please contact our sales office at 2805-7128.

如有任何查詢，歡迎致電 2805-7128 TVB 營業部。

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