



## PLAZA HOLLYWOOD LIMITED

荷里活廣場有限公司

### Plaza Hollywood Videowall Advertising Rate in 2024 (Jul – Dec)

Venue	Video in WMV, Mpeg-4 (300-sec per day) (eg. duration 30-sec, 10 spots per day)	Slide in JPG, JPEG, PNG (100-sec per day) (eg. duration 10-sec, 10 spots per day)
Plaza Hollywood	<b>HK\$2,000 per week</b>	<b>HK\$1,000 per week</b>

Operation Cycle starts on *every Monday*

Daily Operation Hours is *1200hrs – 2200hrs (10 hours)*

All bookings should give at least two-week notice prior to the air-date.

#### **(A) Discount**

Advertising Agency Discount	<b>15%</b>
Plaza Hollywood Tenant Discount	<b>20%</b>
Plaza Hollywood Exhibitor Discount*	<b>50%</b>

Exhibitor\* who booked exhibition venues at Plaza Hollywood of minimum 2 consecutive days of which 2 days are weekend rate can enjoy “Exhibitor Discount”. The air-date should be within 1 week before or after the exhibition period. This applies to Plaza Hollywood only.

#### **(B) Bonus Scheme**

##### **Buy 1 Get 1 Additional Package Free Scheme**

Advertiser who booked 1 package can enjoy 1 package free in consecutive week (buy 2 will get 2 free and so on). This also applies to the different version of video/slide with same product and new version could only be changed after the whole week/package.

- *All the above discounts/bonus schemes cannot be enjoyed simultaneously.*
- *All the above discounts/bonus schemes are not applicable during December.*
- *Bonus scheme is subject to air-time availability.*

**(C) Live Broadcast**

Time Zone	Air-time charge (excluding technical crew service)	Technical crew service charge
1200hrs - 1800hrs	\$5,000 / hr	\$2,600 / hr
1800hrs - 2200hrs	\$6,000 / hr	\$2,600 / hr

**(D) Other Fees:**

Rotation Fee (per version):	HK\$1,000 (for video) HK\$500 (for slide)	Only one version of advertisement is allowed to broadcast within each week. Additional version of advertisement for versions rotation is involved on top of the net media cost (per extra version).
Special Arrangement Fee:	HK\$1,000	If the air-date is not commencing on Monday, special arrangement fee will be charged.

**File Format:**

Format: WMV, MPEG-4 H.264  
Aspect Ratio: 4 : 3 (512x384px)  
Bit Rate: 1Mbps for 512 x 384px videos  
Frame rate: 30fps

**Materials Deadline:**

Please submit a WMV or MPEG-4 file in CD-Rom at least 7 days (excluding holidays & weekends) before air-date. The CD-Rom will not be returned unless specify.

**Terms of Payment:**

- All payment must be received **before the air-date** or else the booking will be cancelled without prior notice.
- Advertiser should be responsible for any payment of copyright and royalty of the content of the advertisements to any relevant parties.
- Advertiser should be responsible for obtaining all necessary licenses and consents required for broadcasting the advertisements from relevant parties.
- All terms and conditions are subject to Plaza Hollywood Limited's video wall standard advertising agreement.

**Please contact Promotion & Marketing Dept via 2118-8778 for further details.**