

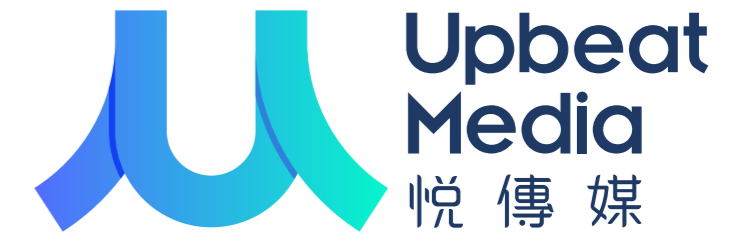
Online Advertising Format

Online Advertising Format



Ad Unit	Ad Size	Ad File Size	Ad gross rates by CPM
Top Banner	728pxW X 90pxH	Max. 150K	HK\$100-/CPM
Billboard	960pxW x 250pxH	Max. 150K	HK\$200-/CPM
LREC	300pxW x 250pxH	Max. 150K	HK\$120-/CPM
Half-Page ad	300pxW x 600pxH	Max. 150K	HK\$200-/CPM

Terms & Conditions



- All advertising booking must be accompanied by a order confirmation, which must be signed by an authorized person of the Advertiser/Advertising Agency and chopped with the company stamp. Upbeat Media HK Limited will not be bound by any terms or conditions printed or appeared on the order confirmation or copy instructions submitted by or on behalf of the Advertiser/Advertising Agency.
- Upbeat Media HK Limited reserves the right to reject, decline, or refuse to publish in whole or in part or to amend any material of any advertisement with or without prior notice or explanation to the Advertiser/Advertising Agency, whenever it considers necessary or desirable and whether or not such advertisement was previously acknowledged, accepted or published. Upbeat Media HK Limited shall not be liable for any loss or damage arising as a result of such non-publication or amendment as aforesaid and no compensation of any kind will be granted.
- The Advertiser/Advertising Agency jointly and severally warrants that the advertisement submitted for publication does not contravene the laws of HKSAR, does not infringe the copyright or other intellectual property right of any third person, business or corporation. The Advertiser/Advertising Agency further warrants that the advertisement does not contain any libelous or slanderous materials, does not invade anyone's privacy, nor contain any indecency or obscenity. The Advertiser/Advertising Agency warrants that it has the unrestricted right to use all trademarks, service marks, logos, portraits, graphics, photographs, pictures and artwork contained in the advertisement.
- The Advertiser/Advertising Agency shall be solely responsible for the contents of the advertisement.
- It is the Advertiser/Advertising Agency's responsibility to obtain reproduction permission for all photographic and other material used in their advertisements. The Advertiser/Advertising Agency warrants that he is the owner of the copyright in such material or is authorized by the owner thereof to grant to Upbeat Media HK Limited the rights therein contained. Upbeat Media HK Limited cannot be held responsible for any infringement of copyright laws resulting from material supplied by the Advertiser/Advertising Agency and the Advertiser/Advertising Agency indemnifies Upbeat Media HK Limited against any action brought for breach of copyright or other rights from the use of such material supplied by the advertiser.
- Advertising material for publication (maximum two creatives per format) must reach the Editorial Department of Upbeat Media HK Limited 7 days before the delivery date stipulated in this quotation. Late delivery of advertising material or cancellation of booking after the deadline will result in forfeiture if the space booked and the Advertiser/Advertising Agency shall be liable for full payment.
- Advertiser/Advertising Agency shall not cancel orders for advertisement.
- Advertising materials must conform to the production or quality specifications. Materials submitted by the Advertiser/Advertising Agency which require extra processing will be subjected to extra charge.
- In no event shall Upbeat Media HK Limited be liable to the Advertiser/Advertising Agency for any special, consequential, incidental or indirect damages, including lost profits.
- All complains or claims regarding advertisements published must be made in writing within 2 days from the date of publication of the advertisement with good causes to be stipulated therein. Late submission of claims will absolutely not be entertained by Upbeat Media HK Limited. The liability of Upbeat Media HK Limited shall be limited to a maximum of repaying the Advertiser/Advertising Agency the charge of the relevant advertisement with no other compensations or damages.
- The Advertiser/Advertising Agency shall pay Upbeat Media HK Limited advertising fee upon placement of the relevant order to Upbeat Media HK Limited. Payment should be made by crossed cheque in favour of "Upbeat Media HK Limited" in Hong Kong Dollars without any deduction or set-off.
- The Placing of an order for the insertion of an advertisement shall amount to an acceptance of the above Advertising Terms and Conditions by the Advertiser/Advertising Agency. No other terms and conditions other than those set forth herein shall be binding on Upbeat Media HK Limited unless specifically agreed in writing by Upbeat Media HK Limited.