

A1 中文電台 CHINESE RADIO
AM 1540
FM 91.9

A1 效力 *We Deliver*

Excellent Promotional Power and Quality Programming
A1出品 信心保證



A1 Cover Girl Contest



A1 show at CHIN PICNIC



A1 Sing-alike Karaoke Contest



A1 Christmas Show



A1 CNY Count Down



For more information, please contact Alice Chui at 905-754-1559 or achui@a1chineseradio.ca

Monday – Friday 星期一至星期五		Saturday 星期六
11:00am	整點新聞 Cantonese/Mandarin Newscast 楊婉文、馮韻欣與A1新聞精英每小時送上， 再加五點正新聞專輯。 星期一至五：11am, 12pm, 1pm, 2pm, 3pm, 4pm, 4:30pm, 5pm, 6pm	整點新聞 Cantonese Newscast 星期六：12pm, 1pm, 2pm, 3pm
11:10am 1:00pm	都市好聲音 Voice of the City 柯子樂、菲菲 (Mandarin Lifestyle Program) 粵語	星期六神院 Saturday Asylum 劉建民、黃安信 (Talk Show)
1:00pm 2:00pm	睇真一點 The Skeptics 葉子青、鄺文浩 (Talk Show)	
2:00pm 2:30pm	天天瑜講 Like a Fish in Water 黃穎瑜 (Music Program)	笑傲江湖 Talk of the Town 袁子康、鄧焯光、鄺文浩 (Talk Show)
2:30pm 3:00pm	1圈圈 Circles 雷展程 (Talk Show)	私嘉音樂 Private Music 陳嘉雯 (Music Program)
3:00pm 5:30pm	牛黃解讀院 Yellow Cow College 劉建民、黃安信 (Talk Show)	菲摩摩之音樂時間 Faye's Radio 菲菲 (Mandarin Program) 粵語
5:30pm 6:30pm	A1出擊 Newsbeat @ 530 楊婉文 (Cantonese Current Affairs Program)	都市熱線 City Hotline 木然 (Mandarin Current Affairs Program) 粵語
6:30pm 7:00pm		

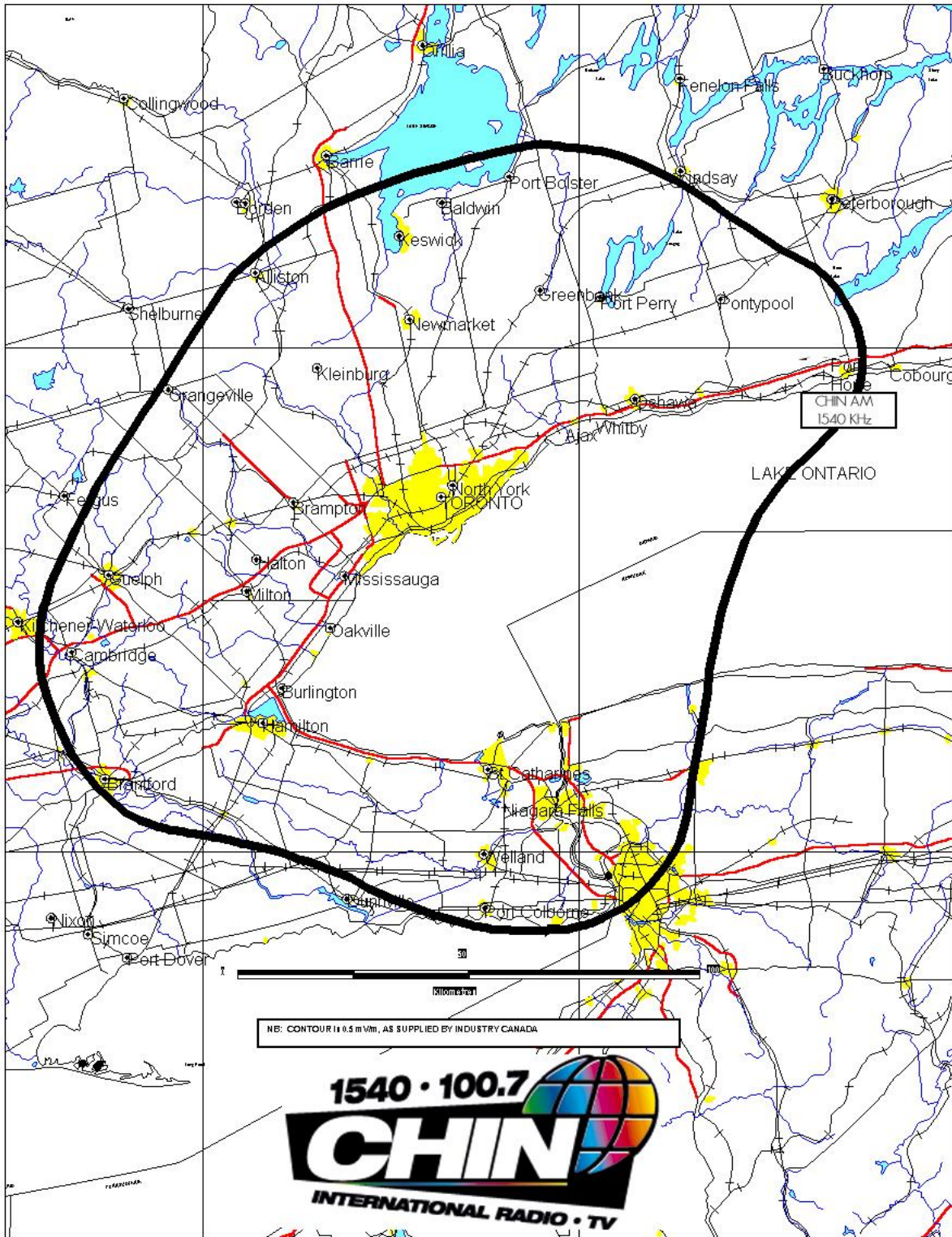
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TIME	MONDAY - FRIDAY	TIME	SATURDAY
11AM - 1PM	AAAA Mandarin		
1PM - 3PM	AAA Cantonese	12PM - 4:30PM	AAA Cantonese
3PM - 6:30PM	AAAA Cantonese	4:30PM - 6PM	AAA Mandarin
6:30PM - 7PM	AAAA Mandarin		

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Effective Date: April 15, 2013

Rotational Floaters Spots
(National Rate)

<u>Hours</u>	<u>60 sec</u>	<u>30 sec or less</u>
<u>AAAA</u>		
11:00am – 1:00pm (Mon through Fri)	\$156.00	\$78.00
3:00pm – 7:00pm (Mon through Fri)	\$156.00	\$78.00
<u>AAA</u>		
1:00pm – 3:00pm (Mon through Fri)	\$136.00	\$68.00
12:00 Noon – 6:00pm (Sat)	\$136.00	\$68.00

Frequency Discount:

<u>Silver Package</u> 50 – 99 spots (use within 6 months)	5% off
<u>Gold Package</u> 100 – 249 spots (use within 9 months)	10% off
<u>Platinum Package</u> 250 – 449 spots (use within 12 months)	15% off
<u>Diamond Package</u> 450 or more spots (use within 12 months)	20% off

Frequency discount not applicable to sponsorship, package plans and remote broadcast

Fixed Position:	Production Cost:
50% surcharge for specific hour rotation	\$75.00 per 30 sec
100% surcharge for fixed time slots	\$125.00 per 31 sec up to 60 sec

- Scheduling of the rotational Floaters Spots is at station's discretion
- Station reserves the right to recover discount offered if client terminates contract

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Program / Segment Sponsorship
(National Rate)

Entitlements:

With one Intro mentioning, one Extro mentioning and one 30-second spot

Sponsorship Cost:

1pm – 3pm (Cantonese)

4 weeks (Mon – Fri)	\$2,400	@ \$120/day
8 weeks (Mon – Fri)	\$4,000	@ \$100/day
13 weeks (Mon – Fri)	\$5,200	@ \$80/day
26 weeks (Mon – Fri)	\$9,100	@ \$70/day

11am – 1pm (Mandarin) / 3pm – 5pm (Cantonese) / 6:30pm – 7pm (Mandarin)

4 weeks (Mon – Fri)	\$2,800	@ \$140/day
8 weeks (Mon – Fri)	\$4,800	@ \$120/day
13 weeks (Mon – Fri)	\$7,150	@ \$110/day
26 weeks (Mon – Fri)	\$13,000	@ \$100/day

5pm – 6:30pm (Cantonese)

4 weeks (Mon – Fri)	\$3,600	@ \$180/day
8 weeks (Mon – Fri)	\$6,000	@ \$150/day
13 weeks (Mon – Fri)	\$8,775	@ \$135/day
26 weeks (Mon – Fri)	\$15,600	@ \$120/day

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Remote Broadcast Package
Sat. 4 hours (12:30pm - 4:30pm / 1pm – 5pm)
(National Rate)

Each Remote Broadcast includes:

a) Air-time:

25 x 30 sec AAAA pre-promotional commercials
35 x 30 sec AAA pre-promotional commercials
4 x 1 min live cut-ins per hour x 4 hours
Bonus: 60 x 30 sec house promo (subject to pre-emption)

RB charges = \$4,200

b) Production Support:

1 x Mobile Broadcast Center
2 x Announcers
1 x Technician

= \$600

Total Package Charges: \$ 4,800

- All pre-promotional commercials will be evenly scheduled between Monday to Friday preceding the event.
- Production cost is non-commissionable to accredited advertising agencies.
- Specified announcer is available upon request at additional cost.
- The above packages may not be available during the periods starting three weeks before Chinese New Year and X'mas

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Commercial Segment Sponsor Package **(National Rate)**

Entitlement:

Intro/Extro (7 sec each) and a 2-minute up to 5-minute commercial segment per episode

Gross Cost per episode:

11:00 – 13:00	\$220 per minute of segment
13:00 – 16:00	\$180 per minute of segment
16:00 – 17:30	\$220 per minute of segment
17:30 – 19:00	\$300 per minute of segment

- Minimum episodes: 4x
- Station reserves final decision on contents, schedules, formats and duration of all sponsors programs
- Station has the sole right to select the presenter(s) and guest(s) of the programming department
- Guest appearance on any program is subject to approval of programming department
- Minimum program duration is 2 minutes and maximum program duration is 5 minutes
- 15% commission will be given to accredited ad agencies
- Cancellation of entire or partial booking without penalty is subject to 4-week advance notice

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