



澳門廣播電視股份有限公司  
TDM - TELEDIFUSÃO DE MACAU, S. A.

Latest Update: 16 Mar, 2010

**Canal Macau (Portuguese TV Channel) - TV Advertising Package**

<b>(Based on 30 sec duration TV spot)</b>			
<b>MOP</b>	<b>Time</b>	<b>Programs (Time-Slots)</b>	
1,000	13:00 – 13:30	Repeated TDM News (English)	Before / After
1,000	13:30 - 14:30	TDM News (Portuguese) “Jornal das 24h”	Before / After
1,600	20:30 - 21:00	TDM Main News (Portuguese) “Telejornal”	Before / After
1,600	21:00 - 22:15	RTPi News (Portuguese) “Jornal da Tarde da RTPi”	Before / After
1,600	23:00 - 23:30	TDM News (English)	Before / After
1,600		Soccer Live	Before / Interval / After
800		Soccer Repeat	Before / Interval / After
600		Other Time Slots	
<b><u>Rebate:</u></b>			
1. 5 % rebate for the airtime purchase of 15 spots for 30 sec			
2. 10 % rebate for airtime purchase of 30 spots for 30 sec			
3. 15 % rebate for airtime purchase of 45 spots for 30 sec			
4. 20 % rebate for airtime purchase of 60 spots for 30 sec			

**Remarks:**

1. The aforesaid rate card is calculated as 30 second per spot.
2. The aforesaid prices are only applicable in Canal Ou Mun (TV Portuguese Channel).
3. For any fixed time required by advertiser is charged for double of the aforesaid time slots.
4. Full payment should be settled before the advertisement is launched.
5. The advertising materials should be provided 5 working days prior the advertisement is telecasted.
6. For ensuring the quality of the advertisement, advertiser is required to provide the advertisement in BETACAM SP PAL tape.
7. TDM reserves the right to approve or reject the content or materials of the TV advertisement provided by the advertiser.

**TDM-Marketing & PR Department**

**Tel : (853)85994 835/ 836/ 838 /839 Fax : (853)28531173 E-mail : tdmkt@tdm.com.mo**