



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

2017年3月4日起，澳廣視直播「2017 中國超級足球聯賽」！

「澳視體育」、「澳視高清」、網站(www.tdm.com.mo)及「澳廣視 App」全面直播這項全國最高水平足球職業聯賽（網上播放只限澳門地區）。

中國足球協會超級聯賽（Chinese Football Association Super League，簡稱為 CSL 或中超聯賽）雲集中國最優秀的職業足球會，是全國最高水平的足球職業聯賽。

澳廣視「2017 中國足球超級聯賽」現場直播優惠推廣套裝，助您開拓商機！

TDM will bring you “Chinese Super League 2017” started from Mar 4th 2017!

TV channels “TDM Sport”, “TDM HD”, TDM Website (www.tdm.com.mo) and TDM App will live broadcast this mostly wanted professional football event in China, stay tuned and enjoy! (Online program is available in Macau only.)



Please contact: Commercial Section

Tel : 85994840 / 837 / 838 ; Fax : 28531173 ; Email : tdmkt@tdm.com.mo



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「2017 中國足球超級聯賽」直播支持/贊助套裝

“Chinese Super League 2017” Live Broadcast Supporting / Sponsorship Package

套裝 Package	頻道 Channel	標版長度 Length of TV Billboard	播放安排 Arrangement	播放日期 Date	費用 (澳門幣) Price (MOP)
A	澳視體育 或 澳視高清	5-8 秒	賽事 前、中、後	2017 年 3 月 4 日-11 月 4 日(60 場) 4 th Mar -4 th Nov 2017 (60 matches)	80,000
B	TDM Sport or TDM HD	5-8 sec	Before / Interval / After	2017 年 3 月 4 日-11 月 4 日(30 場) 4 th Mar -4 th Nov 2017 (30 matches)	50,000

備註：

1. 以上價格只適用於澳廣視播出「中國足球超級聯賽」賽事期間；
2. 優惠贈送澳廣視網站及移動應用程式宣傳（名額有限先到先得）；
3. 費用包括一單聲標版製作；
4. 合約簽訂後或廣告安排播出前全數繳付；
5. 具體播出情況，按澳廣視實際公佈為準；
6. 如有爭議，澳廣視保留最終決定權。

Remark:

1. This promotion package is only available at the period of “Chinese Super League 2017”.
2. Client will get complimentary promotion on TDM official website and TDM mobile application.
(Please note that places are limited and will be allocated on a first come first served basis.)
3. A basic TV billboard production is included in the package.
4. The payment should be settled prior to broadcasting.
5. The program schedule may subject to change according to TDM's announcement.
6. The Chinese version of this document shall prevail in case of any discrepancies.

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「2017 中國足球超級聯賽」直播宣傳優惠套裝

“Chinese Super League 2017” Live Broadcast
Promotion Package

套裝 Package	頻道 Channel	長度 Length of Ad	播放次數 Frequency	播放安排 Arrangement	費用 (澳門幣) Price (MOP)
A	澳視體育 或 澳視高清 TDM Sport or TDM HD	30 秒 30sec	60 次 60 Times	2017 年 3 月 4 日-11 月 4 日 (60 場) 4 th Mar -4 th Nov 2017 (60 matches)	50,000
B			30 次 30 Times	2017 年 3 月 4 日-11 月 4 日 (30 場) 4 th Mar -4 th Nov 2017 (30 matches)	26,800

備註：

1. 以上價格只適用於澳廣視播出「中國足球超級聯賽」賽事期間；
2. 優惠贈送澳廣視網站及移動應用程式宣傳（名額有限先到先得）；
3. 如客戶指定播出位置，則須按該時段原價格雙倍收費；
4. 客戶必須於播出前至少七個工作天提供有關的廣播級視頻；
5. 為確保播出質量，客戶提供應為指定格式要求；
6. 如播出長度非三十秒則按比例處理；
7. 費用必須於合約簽訂或安排播出前全數繳付；
8. 澳廣視有權檢查客戶提供之播放內容；
9. 具體播出情況，按澳廣視實際公佈為準；
10. 如有爭議，澳廣視保留最終決定權。

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2. Client will get complimentary promotion on TDM official website and TDM mobile application.
(Please note that places are limited and will be allocated on a first come first served basis.)
3. For any fixed time required by advertiser is charged for double of the aforesaid time slots.
4. The advertising materials should be provided 7 working days prior to broadcasting.
5. For ensuring the quality of the advertisement, advertiser is required to provide the advertisement in a specific format. (Please contact us for details.)
6. If the length of advertisement is not exactly 30 seconds, it will be charged on a pro-rata basis.
7. The payment should be settled prior to broadcasting.
8. TDM reserves the right to approve or reject the content or materials of the TV advertisements.
9. The program schedule may subject to change according to TDM's announcement.
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「2017 中國足球超級聯賽」直播特惠連製作套裝

“Chinese Super League 2017”Live Broadcast
Special Offer Package (With Production)

頻道 Channel	長度 Length of Ad	播放次數 Frequency	播放安排 Arrangement	費用(澳門幣) Price(MOP)
澳視體育 或 澳視高清 TDM Sport or TDM HD	10 秒 10sec	60 次 60 Times	2017 年 3 月 4 日-11 月 4 日 (60 場) 4 th Mar -4 th Nov 2017 (60 Matches)	23,800

備註：

1. 以上價格只適用於澳廣視播出「中國足球超級聯賽」賽事期間；
2. 費用包括一單聲三標版製作；
3. 優惠贈送澳廣視網站宣傳（名額有限先到先得）；
4. 如客戶指定播出位置，則須按該時段原價格雙倍收費；
5. 為確保播出質量，客戶提供應為指定格式要求；
6. 如長度非十秒則按比例處理；
7. 費用必須於合約簽訂或安排播出前全數繳付；
8. 澳廣視有權檢查客戶提供之播放內容；
9. 具體播出情況，按澳廣視實際公佈為準；
10. 如有爭議，澳廣視保留最終決定權。

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3. Client will get complimentary promotion on TDM official website. (Please note that places are limited and will be allocated on a first come first served basis.)
4. For any fixed time required by advertiser is charged for double of the aforesaid time slots.
5. For ensuring the quality of the advertisement, advertiser is required to provide the advertisement in a specific format. (Please contact us for details.)
6. If the length of advertisement is not exactly 10 seconds, it will be charged on a pro-rata basis.
7. The payment should be settled prior to broadcasting.
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