



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陣容 Star Power

AM1540 Program Schedule

	Monday – Friday	Saturday
12:00pm	整點新聞 Cantonese Newscast 楊婉文、馮凱欣聯同A1新聞精英每小時送上，再加五點半新聞專輯。 星期一至五 Monday to Friday : 12pm, 1pm, 2pm, 3pm, 4pm, 4:30pm, 5pm, 5:30pm 星期六 Saturday : 12pm, 1pm, 2pm, 3pm	
12:10pm 1:30pm	 點點心意點點情 Bertha's Music 魏綺清 (Music Program)	星期六神院 Saturday Asylum 劉健民、黃安信 徇眾要求， 星期六最強組合， 周末更開心。(Talk Show) 
1:30pm 2:00pm	 清青相識 Woman's Delight 魏綺清、葉子青 男、女同樣愛聽的 都市生活資訊 (Practical Topics for Modern Women)	
2:00pm 3:00pm	 麻辣義人幫 Hot Topics 葉子青、宗仔 開開心心為您解 疑難、生活加Fun (The Fixer for our community)	私嘉音樂 Private Music 陳嘉雯 (Music Program) 
3:00pm 3:30pm	巴巴閉，邊個夠我查篤撐！ Va Va Voom 查小欣、黃穎瑜 娛樂最強， 第一手明星名人追擊 (1st Hand Entertainment Coverage) 	
3:30pm 6:00pm	 牛黃解讀院 Yellow Cow College 劉健民、黃安信 (Talk Show)	
6:00pm 6:30pm	六點出擊 Newsbeat @ 6 楊婉文 (Cantonese Current Affairs Program) 	菲靡靡之音 Faye's Radio 菲菲 (Mandarin Program) 
6:30pm 7:00pm	 都市熱線 City Hotline 木然 (Mandarin Current Affairs Program)	



Rate Card

Rotational Floaters Spots (National Rate)

Effective date: January 21, 2008

<u>Hours</u>	<u>60 sec</u>	<u>30 sec or less</u>
<u>AAAA</u> 4:00pm – 7:00pm (Mon through Fri)	\$140.00	\$70.00
<u>AAA</u> 12:00pm – 4:00 pm (Mon through Fri)	\$100.00	\$60.00
12:00 Noon – 6:00pm (Sat)	\$100.00	\$60.00

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

Advertising Inquiry: achui@a1chineseradio.ca
Tel: 416-320-1559



Rate Card

Remote Broadcast Package
Sat. 12:00 – 17:00 / 13:00 – 18:00

Effective date: January 21, 2008

Each Remote Broadcast includes:

a) Air-time :

18 x 30 sec AAAA RB commercial	18	x	\$ 70	=	\$1,260
22 x 30 sec AAA RB commercial	22	x	\$ 60	=	\$1,320
12 x 30 sec AAAA regular commercial	12	x	\$ 70	=	\$840
18 x 30 sec AAA regular commercial	18	x	\$ 60	=	\$1,080
4 x 1 min live cut-ins per hour x 5 hours	20	x	\$162.50	=	\$3,250
60 x 30 sec house promo (subject to pre-emption)					

Total Air-time value = **\$7,750**

RB charges = \$7,750 x 40% = \$3,100

b) Production Support :

1 x Mobile broadcast Center					
2 x announcers					
1 x Technician				=	\$700

Total Package Charges: \$ 3,800.00

The 30x regular commercial spots must be used one week subsequent to Date of RB.
Production cost is non-commissionable to accredited ad agencies.
Specified announcer is available upon request at additional cost.
The above packages do not apply to the periods starting three weeks before Chinese New Year and X'mas.

**Advertising Inquiry: achui@a1chineseradio.ca
Tel: 416-320-1559**