

# INTEGRATED PLATFORMS RATE CARD

Effective Date: 1st January 2017



## OUR TITLES



MING PAO WEEKLY 明周 BOOK A



MING PAO WEEKLY 明周 BOOK B



MING'S

### ADVERTISING ENQUIRY:

Tel : (852) 3605 3778

Fax : (852) 2898 2549

Email : mpwsales@omghk.com

万华媒体  
ONEMEDIAGROUP

明報雜誌有限公司 香港柴灣嘉業街 18 號明報工業中心 A 座 16 樓

MING PAO MAGAZINES LTD. 16/F., Block A, Ming Pao Industrial Centre, 18 Ka Yip Street, Chai Wan, Hong Kong

# 万华媒体 ONEMEDIAGROUP

One of the nation's top premier Chinese-language lifestyle media groups in the Greater China, One Media Group has strong exposure of premium titles on print as well as digital platforms, including website, mobile app, social media, etc.



Social Media Platform

We have **270,000+** social media fans base for the Group



[www.mpweekly.com](http://www.mpweekly.com)

Ming Pao Weekly Website & Mobile site

**560,000+** Pageviews

**260,000+** Unique Visitors

1:13 Avg. Session Duration

Sources: Google Analytics



明周娛樂

Social Media

**75,000+** fans (as of Jan 2017)



明周文化

Social Media

**16,000+** fans (as of Jan 2017) Since Sep 1, 2016

**M I N G ' S** [www.mings.hk](http://www.mings.hk)

Ming's Website & Mobile site

**241,000+** Pageviews

**46,000+** Unique Visitors

1:13 Avg. Session Duration

Sources: Google Analytics

Social Media

**42,000+** fans (as of Jan 2017)

# INTEGRATED PLATFORMS RATE CARD

## WEBSITE

www.mpweekly.com



Ming Pao Weekly is the leading entertainment, celebrity, lifestyle and cultural magazine in Hong Kong, which serves as an excellent platform for international luxurious brands to reach their target market.

### 明周 (Main Page)



**MAIN VISUAL**

1181 x 563px

**LREC 1,2,3**

300 x 250px

**SUPER BANNER / BILLBOARD**

728 x 90px / 970 x 180px

### 明周 (Main Page)



**OVERLAID  
CRAZY ADS**

1023 x 605px

### 明周 (Content Page)



**LREC 1,2,3**

300 x 250px

# INTEGRATED PLATFORMS RATE CARD

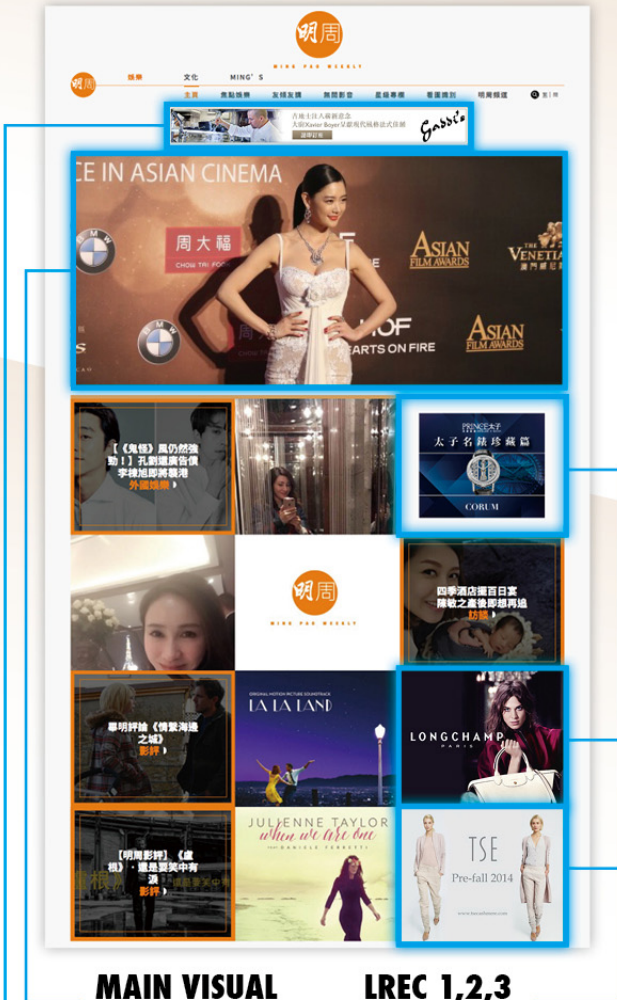
## WEBSITE

bka.mpweekly.com



Ming Pao Weekly is the leading entertainment, celebrity, lifestyle and cultural magazine in Hong Kong, which serves as an excellent platform for international luxurious brands to reach their target market.

### 明周娛樂 (Book A)



**MAIN VISUAL**

1181 x 563px

**LREC 1,2,3**

300 x 250px

**SUPER BANNER / BILLBOARD**

728 x 90px / 970 x 180px

### 明周娛樂 (Book A)



**OVERLAID  
CRAZY ADS**

1023 x 605px

### 明周娛樂 (Content Page)



**LREC 1,2,3**

300 x 250px

**MOBILE SITE**

bka.mpweekly.com

明周娛樂 (Book A)



Ming Pao Weekly is the leading entertainment, celebrity, lifestyle and cultural magazine in Hong Kong, which serves as an excellent platform for international luxurious brands to reach their target market.



**MOBILE FIRST VIEW**  
320 x 416px



Main Page

**LREC 1,2,3**  
300 x 250px



Content Page

**LREC 1,2,3**  
300 x 250px

# INTEGRATED PLATFORMS RATE CARD

## WEBSITE

bkb.mpweekly.com



Ming Pao Weekly is the leading entertainment, celebrity, lifestyle and cultural magazine in Hong Kong, which serves as an excellent platform for international luxurious brands to reach their target market.

### 明周文化 (Book B)



**MAIN VISUAL**

1181 x 563px

**LREC 1,2,3**

300 x 250px

**SUPER BANNER / BILLBOARD**

728 x 90px / 970 x 180px

### 明周文化 (Book B)



**OVERLAID  
CRAZY ADS**

1023 x 605px

### 明周文化 (Content Page)



**LREC 1,2,3**

300 x 250px

**MOBILE SITE**

bkb.mpweekly.com

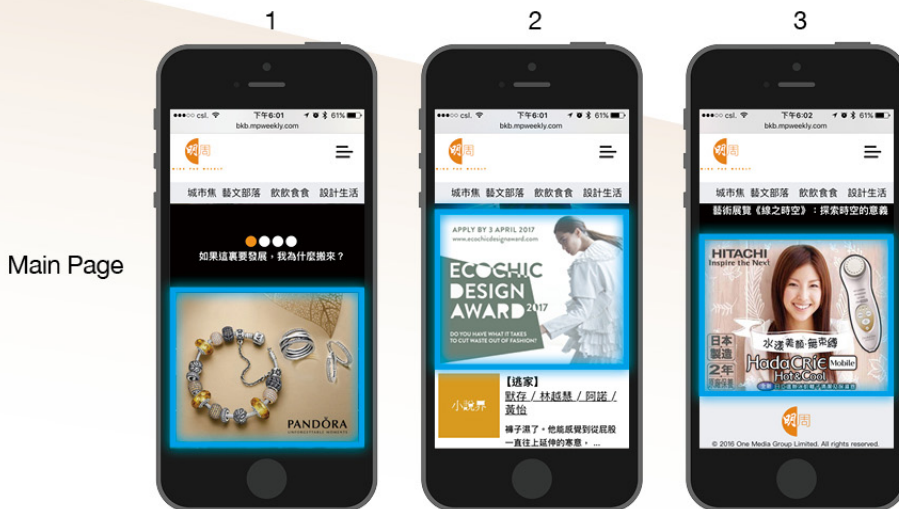
明周文化 (Book B)



Ming Pao Weekly is the leading entertainment, celebrity, lifestyle and cultural magazine in Hong Kong, which serves as an excellent platform for international luxurious brands to reach their target market.



**MOBILE FIRST VIEW**  
320 x 416px



Main Page

**LREC 1,2,3**  
300 x 250px



Content Page

**LREC 1,2,3**  
300 x 250px

# INTEGRATED PLATFORMS RATE CARD

## WEBSITE + MOBILE SITE

Format	Dimensions (pixels)	Appear at Website	Appear at Mobile Site	Location	Min. SOV	Rate / Week (HD)
Homepage Main Visual	1181 (W)* 563 (H)	Yes	Yes	Homepage of BKA or BKB	100%	\$20,000
Super Banner / Billboard	728 (W)*90 (H) / 970 (W)*180 (H)	Yes	No	Run-of-Site	10%	\$5,000
Large Rectangular (Position 1, 2, 3)	300 (W)*250 (H)	Yes	Yes	Run-of-Site	10%	\$6,000
Overlaid Crazy Ad + Mobile First View	1023 (W)*605 (H) / 320 (W)*416 (H)	Overlaid Crazy Ad	Mobile First View	Overlaid Crazy Ad (MP Weekly homepage + BKA + BKB Homepage) + Mobile First View (Mobile Site first interaction)	50%	\$15,000
Skinner	1181 (W)*563 (H) Full Screen	Yes	No	Homepage of MP Weekly	100%	\$40,000
LREC Expandable Banner + LREC	566 (W)*250 (H) / 300 (W)*250 (H)	Yes	Yes (LREC only)	Run-of-Site	10%	\$10,000
ITVC		Yes	Yes		10%	\$6,000

### Footnotes:

1. Homepage Main Visual must be bundled with Channel Cover Story / Feature with landing page at designated Channel. The booking entitlement for each Homepage Main Visual is ONE week only.
2. Frequency capping applies for Overlaid Crazy Ad + Mobile First View will be displayed once for every 8 hours per day. The booking entitlement for each Overlaid Crazy Ad + Mobile First View is ONE week only. Each advertiser can only have this format once in every 4 weeks (which means with 3 weeks interval)
3. The acceptance of brands on Skinner is subject to company's discretion
4. The appearance of iTVC will be displayed before the content video, with skip button after 5-sec
5. Minimum Entry Fee is \$30,000 (nett).



# INTEGRATED PLATFORMS RATE CARD

## WEBSITE

www.mings.hk

# M I N G S

Ming's is a stylish magazine published on the first week of every month alongside with Ming Pao Weekly which is dedicated to the metropolitan woman in our city, sharing our passion and vision through stunning photographs, in-depth articles and quality features on fashion, beauty, luxury, arts and sports.



### MAIN VISUAL

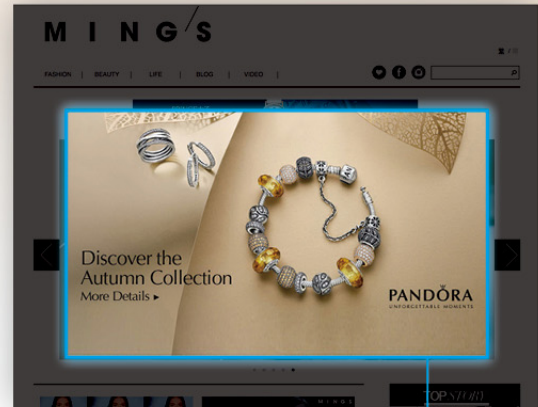
1181 x 563px

### LREC 1,2,3

300 x 250px

### SUPER BANNER / BILLBOARD

728 x 90px / 970 x 180px



### OVERLAID CRAZY ADS

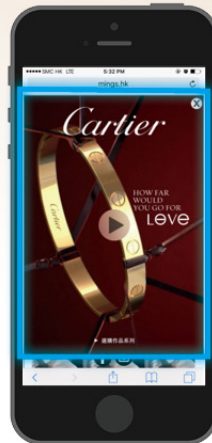
1023 x 605px

**MOBILE SITE**

www.mings.hk

**M I N G S**

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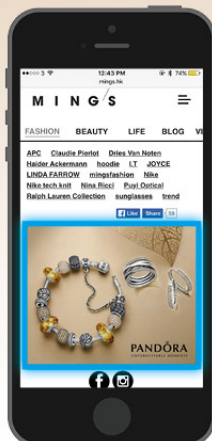
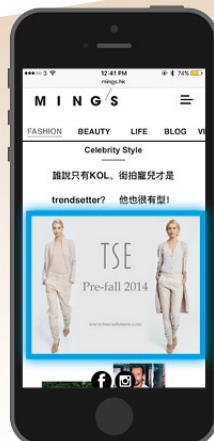
**MOBILE FIRST VIEW**  
320 x 416px

Main Page



**LREC 1,2,3**  
300 x 250px

Content Page



**LREC 1,2,3**  
300 x 250px

# INTEGRATED PLATFORMS RATE CARD

## WEBSITE + MOBILE SITE

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Large Rectangular (Position 1, 2, 3)	300 (W)*250 (H)	Yes	Yes	Run-of-Site	10%	\$6,000
Overlaid Crazy Ad + Mobile First View	1023 (W)*605 (H) / 320 (W)*416 (H)	Overlaid Crazy Ad	Mobile First View	Overlaid Crazy Ad (Ming's homepage + BKA + BKB Homepage) + Mobile First View (Mobile Site first interaction)	50%	\$15,000
Skinner	1181 (W)*563 (H) / Full Screen	Yes	No	Homepage of MP Weekly	100%	\$40,000
LREC Expandable Banner + LREC	566 (W)*250 (H) / 300 (W)*250 (H)	Yes	Yes (LREC only)	Run-of-Site	10%	\$10,000
ITVC		Yes	Yes		10%	\$6,000

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# INTEGRATED PLATFORMS RATE CARD

## SPECIAL PACKAGE

Feature Story	Rate / Week (HD)
<ul style="list-style-type: none"> <li>- 1 week Main Visual @ Homepage</li> <li>- 1 Advertorial page</li> <li>- Inclusive of copywriting and web design</li> <li>- No. of Units: Maximum 2</li> </ul>	\$40,000
<p><b>Optional:</b> Video Shootings and Clippings</p> <ol style="list-style-type: none"> <li>1. Min. 1 min edited TV clippings (1 time filming at no more than 2 hours, 1 location within HK territory only)</li> <li>2. The video shooting schedule will be agreed by both parties</li> <li>3. Extra requests or requirements, including overtime video shooting time, copyright fee, will be quoted separately. Minimum surcharge for video shooting will be at \$5,000 per hour</li> </ol>	\$30,000
<p><b>Facebook newsfeed</b></p> <ul style="list-style-type: none"> <li>- 明周娛樂 Ming Pao Weekly (@mpwentertainment) / 明周文化 Ming Pao Weekly (mpwculture) / Ming's (@mpw.mings)</li> <li>- No. of units per day: Maximum 2</li> <li>- Handling charge of boost post (per feed per social platform) : \$500 (boost post cost below \$5,000) / \$2,000 (boost post cost at \$5,000 or above)</li> </ul>	\$20,000
<p><b>Instagram post</b></p> <ul style="list-style-type: none"> <li>- Mingpaoweekly / Mings_hk</li> <li>- No. of units per day: Maximum 2</li> <li>- Handling charge of boost post (per feed per social platform) : \$500 (boost post cost below \$5,000) / \$2,000 (boost post cost at \$5,000 or above)</li> </ul>	\$20,000

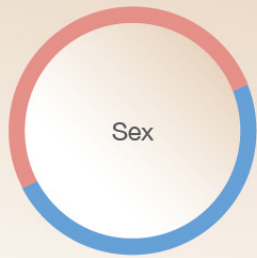
**Footnotes:**

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# INTEGRATED PLATFORMS RATE CARD

## OMG Member Profile

Comprehensive Member: **85,000+**



**51% 49%**  
Female Male

Male  
Female



**62%**

Aged from 26-45

20 or below  
21-25  
26-35  
36-45  
46-55  
56 or above



**59%**

Tertiary education

University or above  
Secondary  
Matriculated / College  
Primary  
others

## eDM

**Neutrogena®**

先分解, 後美白!  
白得快, LAST得更持久!

Neutrogena 全新 Complete Whitening Mask, 首創「先分解, 後美白」科技, 敷面後能先塗上活性酵素精華, 即時分解面部色素, 讓美白面膜的精華迅速滲入, 使面部化底底+先分解, 後美白, 只需兩個簡單的步驟, 美白效果不但即時見得到, 更LAST得到!

特別提醒: 此類影片, 如不能觀看影片, 請按此

管你分享

FOLLOW US

我們尊重閣下的私人權利及接納所有刪除電子郵件的要求, 如閣下不希望收到本公司發出的宣傳電郵, 請按此登入萬華媒體會員天地的「資訊電郵啟事」更改有關設定。

本資訊由萬華媒體集團發送, 如有查詢請以 [電郵](#) 聯絡。

如你不是閱讀此電報, 請按這裡。

**MING'S**

FASHION BEAUTY LIFE VIDEO BLOG

Dries Van Noten專訪: 他是位浪漫冒險家  
一位不賣廣告、不做宣傳的比利時設計師, 為什麼能在時尚圈打滾30年, 仍然是業內人士既尊敬又難愛的人選?

編輯精選

Bernie 2014  
時裝人原來都是社會分子

不一定要斷捨離, 新年換衣大法

各大品牌新出時裝, 速支最好?

一招搞定瘦肌+頸臂+瘦手臂

**MING'S**  
WE ARE ONLINE

WOMAN IDENTITY DESIRE

ming's hk

FOLLOW US

我們尊重閣下的私人權利及接納所有刪除電子郵件的要求, 如閣下不希望收到本公司發出的宣傳電郵, 請按此登入萬華媒體會員天地的「資訊電郵啟事」更改有關設定。

本資訊由萬華媒體集團發送, 如有查詢請以 [電郵](#) 聯絡。

## EMAIL MARKETING

### Format

- Solo Email
- One Media Group Members
- Selected target group based on demographics and interests

### Unit Rate

@ \$1.0

### Footnotes:

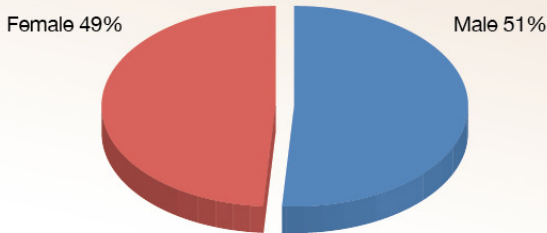
- Daily maximum sending amount at 40,000 quantity (minimum quantity to be sent out at 10,000 qty)
- Minimum Entry Fee is \$30,000 (nett).

## ABOUT OUR READERS DEMOGRAPHIC & CHARACTERISTIC MING PAO WEEKLY

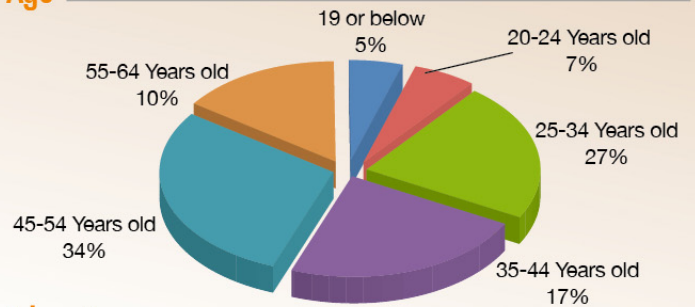
Total readership (Aged 12-64) 320,000 (+14%)

Readers are mature adults of affluent families with high spending power.

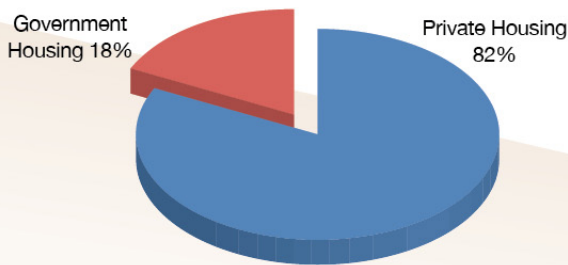
### Gender



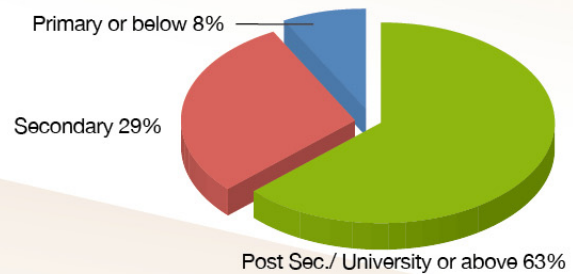
### Age



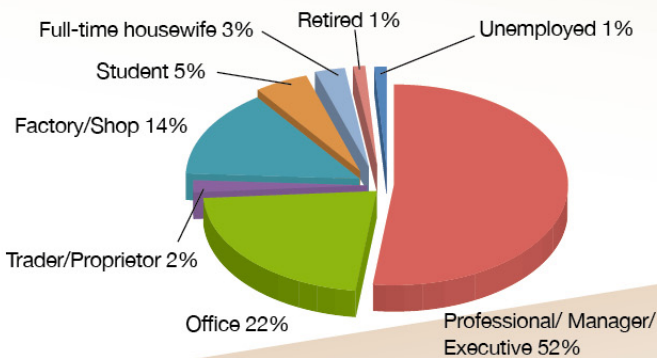
### Housing type



### Education

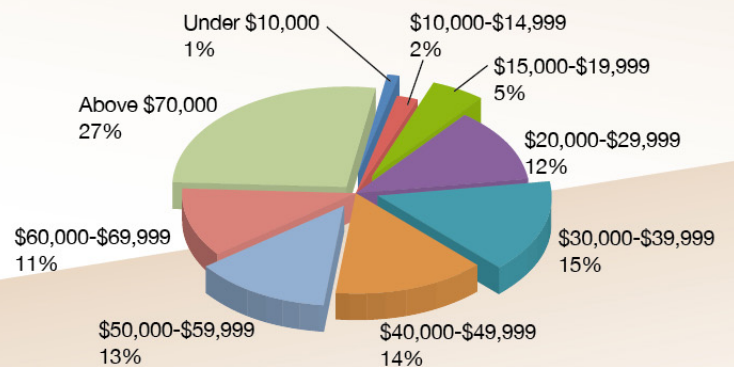


### Occupation



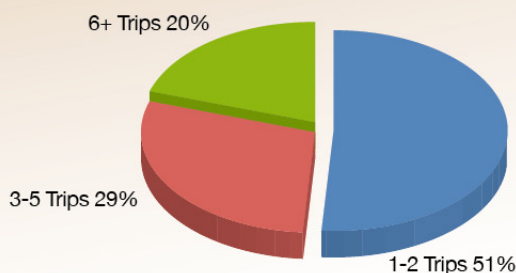
### Monthly household income(HK\$)

51% readers earned monthly household income of HK\$50,000+



### Air trips in past year

49% readers are regular travellers



### Luxury products bought in past 6 months



Source: Nielsen Media Index, Jan - Dec 2015

# INTEGRATED PLATFORMS RATE CARD

## Advertising Rates no. 40.1

### MING PAO WEEKLY

Effective Date: 1 Jan, 2017

	Prime Position	Size/4C	Rate (HK\$)
<b>Book A (Main Book)</b>	Back Cover	Full Page	\$ 306,000
	Inside Front Cover	Full Page	\$ 235,000
	Inside Front Cover Spread	Double Page Spread	\$ 468,000
	Facing Inside Front	Junior Page	\$ 152,000
	1st Brand after Inside Front	Full Page / Double Page Spread	\$217,500 / \$ 435,000
	2nd Brand after Inside Front	Full Page / Double Page Spread	\$212,500 / \$ 425,000
	3rd Brand after Inside Front	Full Page / Double Page Spread	\$207,500 / \$ 415,000
	Inside Back	Full Page	\$ 193,000
	Table of Contents	Full Page	\$ 193,000
	Center Spread	Double Page Spread	\$ 365,000
	Facing Partyline	Full Page	\$ 150,000
	Front Section - R.O.P	Full Page	\$ 160,000
		Junior Page	\$ 98,000
		Half Page (V/H)	\$ 80,000
		Quarter Page	\$ 61,000
	Before Centre Section	Full Page	\$ 149,000
Half Page (V/H)		\$ 74,000	
Quarter Page		\$ 56,000	
Back Section - R.O.P	Full Page	\$ 116,000	
	Half Page (V/H)	\$ 67,000	
	Quarter Page	\$ 49,000	
<b>Book B</b>	Back Cover	Full Page	\$ 255,000
	Inside Front Cover	Full Page	\$ 190,000
	Inside Front Cover Spread	Double Page Spread	\$ 380,000
	Spread after Inside Front	Double Page Spread	\$ 333,000
	Table of Contents 1	Full Page	\$ 158,000
	Table of Contents 2 or 3	Full Page	\$ 155,000
	Editor's Note	Full Page	\$ 152,000
	Inside Back	Full Page	\$ 134,000
	Center Spread	Double Page Spread	\$ 268,000
	Inside Page - R.O.P.	Full Page	\$ 116,000
2/3 Page (Vertical)		\$ 92,000	
1/3 Page (Vertical)		\$ 49,000	
Half Page (Horizontal)		\$ 53,000	
Half Page Spread (Horizontal)		\$ 107,000	
<b>Ming's</b>	Front Cover Sponsorship	Full Page	\$ 495,000
	Back Cover	Full Page	\$ 230,000
	Inside Front Cover	Full Page	\$ 175,000
	Inside Front Spread	Double Page Spread	\$ 345,000
	1st Spread after Inside Front	Double Page Spread	\$ 325,000
	2nd Spread after Inside Front	Double Page Spread	\$ 315,000
	Spread before Table of Content	Double Page Spread	\$ 305,000
	Inside Back	Full Page	\$ 128,000
	Inside Back Spread	Double Page Spread	\$ 256,000
	Table of Contents 1	Full Page	\$ 152,000
	Table of Contents 2	Full Page	\$ 142,000
	Editor's Note	Full Page	\$ 132,000
	R.O.P.	Double Page Spread	\$ 222,000
Full Page		\$ 111,000	
Half Page (Vertical / Horizontal)		\$ 50,000	

\* Applicable to Artpaper only

#### Remarks

Frequency Discount :	13 - 25 insertions 5%	39 - 51 insertions 15%
	26 - 38 insertions 10%	52 + insertions 20%
Advertising Agency Commission:	15% (Only offer to accredited advertising agency)	
Fixed Position Loading:	+ 30% (Subject to availability)	
Advertorial Loading:	+ 15% (Advertising material should be submitted 14 days. prior publication date for MPW's approval)	
Special Advertising Format:	Rates for loose insert, special color, gate-fold & other non-standard advertising formats are available on special request.	
Additional Spot Color:	+25% each	

Ming Pao Weekly Size & Specifications

**MING PAO WEEKLY BOOK A (MAIN BOOK)**

Effective Date: 1 Jan, 2017

Size & Specification		Original Classic Size (mm)	Extra Compact Size (mm)
Full Page	- Trim Size	H307 x W240	H275 x W215
	- Bleed Size	H317 x W250	H285 x W225
	- Non Bleed Size	H297 x W220	H255 x W195
Double Page Spread	- Trim Size	H307 x W480	H275 x W430
	- Bleed Size	H317 x W490	H285 x W440
	- Non Bleed Size	H297 x W460	H255 x W410
Junior Page	---	H220 x W156	H196 x W140
Half Page	- Vertical	H290 x W107	H259 x W97
	- Horizontal	H138 x W222	H124 x W199
Quarter Page	---	H140 x W107	H125 x W97
	- Vertical	H290 x W75	H259 x W67
	- Horizontal	H80 x W222	H71 x W199

Bleed Margin : 5mm on each side (All text should be within the non-bleed size)

**MING PAO WEEKLY BOOK B**

Size (mm) & Specification		
Back Cover / Full Page	- Trim Size	H275 x W215
	- Bleed Size	H285 x W225
	- Non Bleed Size (Text Line)	H247 x W190
Inside Front Cover Spread / Spreads after Inside Front / Double Page Spread	- Trim Size	H275 x W430
	- Bleed Size	H285 x W440
	- Non Bleed Size (Text Line)	H247 x W406
2/3 Page (Vertical)	Non-Bleed Size	H247 x W125
1/3 Page (Vertical)		H247 x W60
Half Page (Horizontal bottom)		H118 x W190
Half Page Spread (Horizontal bottom)		H118 x W406

**MING'S**

Size & Specification	Trim Size (W)x(H)	Type Area (W)x(H)
Front Cover Sponsorship	215 X 275	205 X 265
Back Cover	215 X 275	205 X 265
Inside Front Cover	208 X 275	198 X 265
Inside Front Cover Spread	416 X 275	406 X 265
1st Spread after Inside Front*	430 X 275	420 X 265
2nd Spread after Inside Front*	430 X 275	420 X 265
Spread before Table of Content*	430 X 275	420 X 265
Inside Back	208 X 275	198 X 265
Inside Back Spread	416 X275	406 X 265
Table of Content 1	215 X 275	190 X 247
Table of Content 2	215 X 275	190 X 247
Editor's Note	215 X 275	190 X 247
Double Page Spread*	430 X 275	420 X 265
Full Page	215 X 275	215 X 265
Vertical Half Page	90 X 247	80 X 237
Horizontal Half Page	190 X118	180 X 108

\*For Double Page Spread, please reserve 3mm on each side for gutter



# INTEGRATED PLATFORMS RATE CARD

## MECHANICAL SPECIFICATIONS

Frequency:	Weekly (Every Saturday)
Booking Deadline:	14 days prior publication date
Material Deadline:	10 days prior publication date

## DIGITAL FILE SPECIFICATIONS

PDF files preferred

## DIGITAL FILE REQUIREMENT

1. Images resolution : 300 dpi
2. Images in CMYK / ISO 39L Standard
3. All Digital Files must be convert all fonts to outline
4. PDF format :
  - 1.3 Version
  - PDF standard: PDF/X-1a
  - File must included : a) Registration Marks; b) Crop Marks; c) Bleed Marks; d) Color Bars; e) Page information

## COLOUR PROOF

1. Digital Proof in **ISO 39L Standard** (complies with ISO 12647-7)
2. Colour proof with proof control "**passed sticker**"
3. TWO sets of digital proof for *Original Classic size* and *Extra Compact size* are required .
4. **If the client / agency cannot provide the ISO39L standard and passed sticker, MPW will not be responsible for any colour discrepancy or compensation.**

ISO V2 39L iso12647-7 (8C37B/60)			<b>gmg</b> 9:16:2009 2:57:13 PM
Average	(avg ΔE < 3.0)	0.85 ✓	passed ✓
Maximum	(max ΔE < 6.0)	2.10 ✓	
Primary	(max ΔE < 5.0)	1.58 ✓	
Substrate	(max ΔE < 3.0)	2.10 ✓	
Primary dH	(max ΔH < 2.5)	0.62 ✓	
Gray dH	(avg ΔH < 1.5)	0.11 ✓	
dc74a146-3b3c-469b-a7cf-af6b450cc74a			

## EMAIL

- File under 10MB can be delivered by e-mail.
- File size over 10MB, please upload to an FTP Server.

## FTP SERVER

Please contact our advertising representatives.

## FILM COLLECTION CENTER

**Chai Wan** - 15/F., Block A, Ming Pao Industrial Centre, 18 Ka Yip Street, Chai Wan, HK.

Tel : 36053-767 / 36053-766 / 36053-778

Mon to Fri : 9:30 am ~ 7:00 pm ; Sat : 10:00 am ~ 1:00 pm

**Causeway Bay** - Room 606A, 6/F., Hang Lung Centre, 2-20 Paterson Street, Causeway Bay, HK.

Tel : 2541-8813

Mon to Fri : 10:00 am ~ 6:00 pm

## TERMS OF BUSINESS

1. The publisher reserves the right to refuse publishing any material supplied by the Advertiser or the Advertising Agent.
2. Fixed position advertisements are only available at an additional charge.
3. Late delivery of advertising materials or non-compliance with specified deadlines will result in forfeiture of the space booked but the Advertiser and the Advertising Agent shall still be liable to pay the charges therefore.
4. In case of failure to deliver materials before the specified deadline for whatever reason, the publisher may use its discretion in re-running a previous adv. of similar size.
5. No cancellation is acceptable after the date of material deadline.
6. The Advertiser and/or the Advertising Agency (collectively the "Advertiser") are advised of understanding of the provisions of the amended Trade Descriptions Ordinance (Cap.362) and its relevant general guidelines & regulations (the "TDO"). All advertising materials submitted to us/the placing of an order for advertisement shall fully comply with the TDO or any laws and regulations as shall be amended from time to time under the laws of Hong Kong SAR. The Advertiser warrants and confirms the agreement to comply with and to procure its employees & authorized representatives and/or agents to comply with the TDO. The Advertiser (including the Advertising Agency) agrees to indemnify the publisher, One Media Group and keep One Media Group and its directors, shadow directors, employees, company secretary, principal officers, managers, agents, contractors or any of them fully indemnified against any claims, demand, actions, costs, liabilities, damages, proceedings and expenses suffered or incurred.
7. Third Party Rights - No person or entity other than the contracting parties under the advertisement contract/agreement, will have any right under the Contracts (Rights of Third Parties) Ordinance (Cap.623) of the Laws of Hong Kong to enforce any terms and conditions of the advertisement contract/agreement.