

# THE UNDERGROUND ADVERTISING RATE CARD 廣告價目表

## INTRODUCTION 簡介

The Underground strives to bring live music, from the local music scene as well as international artists, to the Hong Kong public. The Underground has been established since 2004. In those 15 years, the Underground has grown into a community which has put on over 200 shows in Hong Kong, Shenzhen and Macau, showcasing the talent of hundreds of bands. Currently, The Underground has a website and a bi-weekly newsletter as well as a Facebook page and Twitter account where all Hong Kong music lovers (and also those elsewhere!) can easily find the most up-to-date catalog of bands and events around Hong Kong. We offer a range of advertising offers at different prices and placements options to best suit your needs.

The Underground致力在香港推動原創音樂發展，由本地樂壇到國際樂隊皆有涉獵，15年來為大眾帶來各式各樣的精彩音樂盛會。The Underground已發展成一個活躍強大的群組網絡，至今在香港、深圳及澳門等地累積籌組超過200場演出，向外界展示超過100隊有實力才華的樂隊。在網絡世界，The Underground亦非常活躍，務求為樂迷提供最新音樂資訊。現時，我們設有官方網站、雙週發行的電子報、Facebook專頁和群組及Twitter官方帳號，絕對是香港樂迷們收集音樂情報的不二之選。同時，我們亦提供不同用途及價錢的廣告版位去配合你的需要，協助你推廣業務。

## WEBSITE 網站

Banners 橫幅	Recommended size 建議尺寸	Maximum width 最大闊度	Maximum height 最大高度	Price 價錢
Top Banner 置頂橫幅	728px (w) x 90 px (h)	1170 px	150 px	Rotating 輪換 / Shared 共用: HK\$1000 / Week 週 Fixed 固定: HK\$1800 / Week 週
Side Banner (Left/Right) 兩側橫幅 (左/右)	150 px (w) x 150 px (h)	150 px	600 px	Fixed 固定: HK\$950 / Month 月

## NEWSLETTER 電子報

2000+ subscribers 訂閱者

Sent out every two weeks to our subscribers  
每兩星期發送一次給訂閱者

Includes a two week gig guide to all the independent shows in Hong Kong  
內含在未來兩週內會在香港舉行的現場音樂演出的Gig Guide

## NEWSLETTER (EDM) INSERTIONS

電子報置入	Price 價錢
Event Feature (includes artwork, information of up to 200 words) 活動特寫 (包括插圖, 資料內容最多200字)	HK\$4500 / Insertion 刊載
Side Event Promotion 附帶活動推廣	HK\$1000 / Insertion 刊載
Your Event highlighted in our Gig Guide 在我們的 Gig Guide 中突出你的活動	HK\$500 / Event 活動

## SOCIAL MEDIA 社群媒體

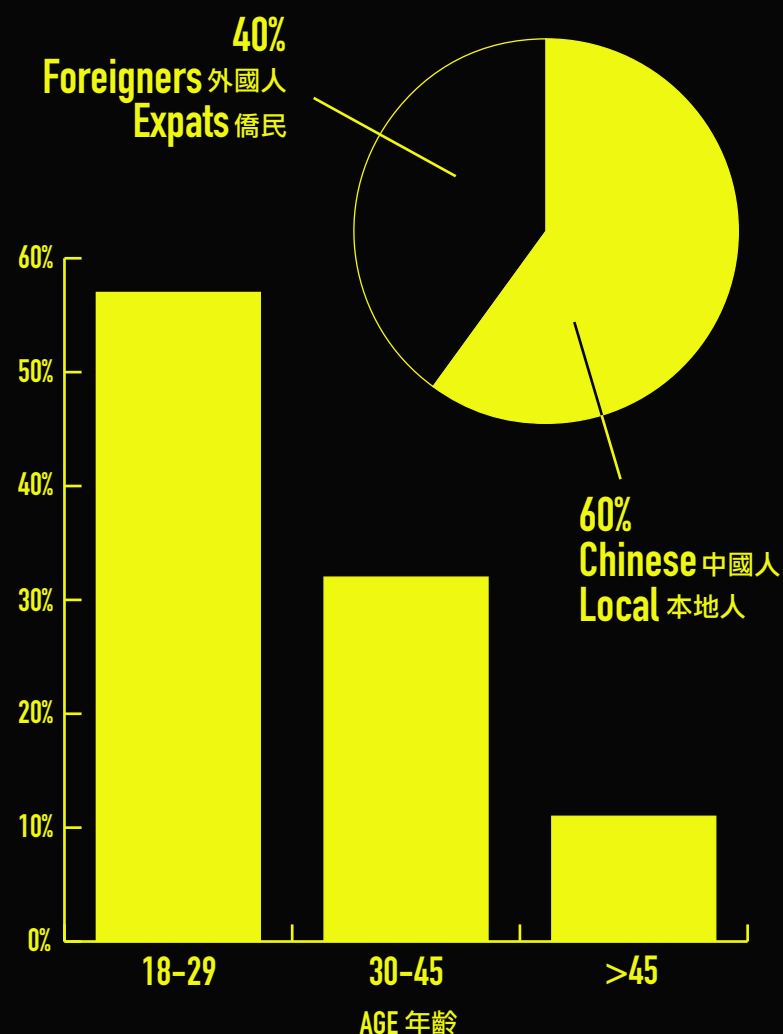
The Underground Facebook page has 7000+ likes, The Underground facebook group has 3600+ members and the official Underground Twitter account has 2800+ followers plus Instagram with 1100+ followers.

The Underground Facebook 專頁有超過 7000 個讚好，Facebook 群組也有超過 3600 個成員，而The Underground Twitter 和 Instagram 官方帳號分別有多於 2800 和接近 1100 個跟隨者。我們可以提供 Facebook、Instagram 及 Twitter 的宣傳套裝。

## AUDIENCE DEMOGRAPHICS

受眾統計資料

OUT OF 100% LIVE MUSIC LOVERS...  
在百份百現場音樂演出愛好者中



# THE UNDERGROUND SPONSORSHIP RATE CARD 贊助價目表

## SPONSOR AN EVENT 贊助活動

The Underground presents a unique opportunity for all manner of organisations to reach into the grassroots music scene, both in Hong Kong and around the region. We have previously worked with various brands over our 15-year history, helping them to organise and promote their own events, as well as tap into opportunities in existing showcases, from intimate live music gigs all the way up to stadium shows. We have worked closely with our sponsors to extend their reach and create opportunities to effectively engage show-goers and music enthusiasts alike.

The Underground一直與各類型的機構攜手合作，助其觸及香港至周邊地區的獨立音樂圈。15年來，我們與不同品牌並肩同行，協助他們策劃及推廣活動。從近距離的樂隊現場演出，以至大型場館制式公演，我們亦會助其一臂之力，絕不錯失任何宣傳機會。我們與贊助商們保持緊密連繫，致力擴展其覆蓋面，爭取音樂狂熱者及演出常客的一致好評。

## EVENT SPONSORSHIP RATES 活動贊助商費用

<p>冠名贊助 TITLE SPONSOR</p>	<p>每活動 Per Event HK\$20,000 - HK\$30,000</p>
<p>基本贊助 SPONSOR</p>	<p>每活動 Per Event HK\$12,000 - HK\$20,000</p>

Contact us for more details.  
歡迎聯絡我們以獲得更多資訊。

## PREVIOUS EXAMPLES INCLUDE 過往例子包括：

### UNDERGROUND JÄGER SHOW (JUNE 六月 2015)

We worked with Jägermeister to create a fun music x Jäger experience. The target market was Chinese males, 20s to 30s. The event attracted 200 live music lovers and high social media traffic and exposure for Jägermeister.

我們與Jägermeister共創了一趟音樂配Jäger的超暢快體驗，是次的目標受眾為二十至三十多歲的中國男士，最後成功吸引二百名現場音樂愛好者到場親嚐Jäger，亦為Jägermeister帶來社交媒體上的高度曝光。



### THE UNDERGROUND FESTIVAL (PART OF FANZONE) (MARCH 三月 2014)

The Hong Kong Rugby Football Union hired us to create a rock festival at the outdoor location of New Central Harbourfront during the Hong Kong Rugby Sevens. The target was local Chinese teens up to 30-somethings. The festival featured local acts, as well as some flown in from around Asia, and attracted over 3000 local live music lovers and was a resounding success for the organiser and their sponsors.

香港國際七人欖球賽期間，我們受聘於香港欖球總會，於中環新海濱策劃目標於三十多歲之中國青年的搖滾音樂節。音樂節廣邀本地及亞洲各地而來的知名樂隊，更吸引超過三千名本地樂迷，為欖球總會及其贊助商取得空前的成功。



### HALO ROCKS! (NOVEMBER 十一月 2011)

Buzz Group (management group including Volar) hired us to create an event to help brand their venue Halo. The brief was to create an event which would tie live music with their own promotional efforts to generate awareness and attract high-end vodka-drinkers. The event succeeded in attracting 300 and generating traffic for the venue's Facebook page and website.

Buzz Group (連同酒吧Volar在內的管理團隊)為建立場地Halo的品牌形象，誠聘我們籌組能把現場音樂與其自家宣傳扣連的活動，務求於喜好vodka的高級客人中打響知名度。是次演出成功吸引三百名觀眾，並為場地Facebook專頁及網站增加不少人流。

