

HKMA CME BULLETIN ADVERTISEMENT RATE CARD & ORDER FORM 2018

We would like to place an advertisement in the HKMA CME Bulletin as follows:

Advertising Rates (HK\$)

	<u>Basic Rate</u>	<u>3 Issues (15% off)</u>	<u>4 or more Issues (17.5% off)</u>
Inside Front Cover	<input type="checkbox"/> 12,500	<input type="checkbox"/> 31,875	<input type="checkbox"/> 10,313 each
Page Facing Inside Front	<input type="checkbox"/> 15,000	<input type="checkbox"/> 38,250	<input type="checkbox"/> 12,375 each
Inside Back Cover	<input type="checkbox"/> 13,125	<input type="checkbox"/> 33,469	<input type="checkbox"/> 10,828 each
Full Page	<input type="checkbox"/> 12,000	<input type="checkbox"/> 30,600	<input type="checkbox"/> 9,900 each
Full Page (Black and White)	<input type="checkbox"/> 9,800	<input type="checkbox"/> 24,990	<input type="checkbox"/> 8,085 each
½ Page	<input type="checkbox"/> 8,800	<input type="checkbox"/> 22,440	<input type="checkbox"/> 7,260 each
½ Page (Black and White)	<input type="checkbox"/> 6,400	<input type="checkbox"/> 16,320	<input type="checkbox"/> 5,280 each
¼ Page	<input type="checkbox"/> 6,300	<input type="checkbox"/> 16,065	<input type="checkbox"/> 5,198 each
¼ Page (Black and White)	<input type="checkbox"/> 5,500	<input type="checkbox"/> 14,025	<input type="checkbox"/> 4,538 each
Double Page Spread	<input type="checkbox"/> 20,000	<input type="checkbox"/> 51,000	<input type="checkbox"/> 16,500 each
Full Page + 1-page Advertorial*	<input type="checkbox"/> 20,000	<input type="checkbox"/> 51,000	<input type="checkbox"/> 16,500 each
Full Page + 2-page Advertorial*	<input type="checkbox"/> 27,000	<input type="checkbox"/> 68,850	<input type="checkbox"/> 22,275 each
Specified Page	<input type="checkbox"/> 11,815	<input type="checkbox"/> 30,128	<input type="checkbox"/> 9,747 each
Loose Insert (per sheet)	<input type="checkbox"/> 24,500	<input type="checkbox"/> 62,475	<input type="checkbox"/> 20,213 each

*Advertisers provide write up and images. 30% discount for 4 pages of content or more.

Online Ad Small Banner	<input type="checkbox"/> 11,000	Online Ad Large Banner	<input type="checkbox"/> 22,000
Classified Ad	<input type="checkbox"/> \$1,500 for 30 words (Non-members, hospitals, institutions and HMO) <input type="checkbox"/> \$600 for 30 words (Members)		

**HKMA shall have full discretion as to the acceptance or otherwise of any advertisement.

Issue(s) January February March April May June
 July August September October November December

Circulation: >10,000pcs

Printing: off-set

Language: English

Binding: saddle-stapled

Publishing Date: 15th of each month

Booking Deadline: 15th of preceding month

Material Deadline: 25th of preceding month

**Agency Commission Discount 20%, News & Online Ad Bundle Discount: 10%,
 Special rate is available for loose insert of non-profit making and charity purpose.

Material Requirements:

Trim Size

Bleed Size

Full Page	210mm (W) x 280mm (H)	220mm (W) x 290mm (H)
½ Page	210mm (W) x 140mm (H)	220mm (W) x 150mm (H)
¼ Page	105mm (W) x 140mm (H)	115mm (W) x 150mm (H)

Headlines that cross a spread must be split between words or allow 10mm in gutter

File Format: PDF / EPS / AI / TIFF / JPG. All fonts and images must be embedded and outlined.

Colour Mode: CMYK

Resolution: 300 dpi

Photo Image: - All digital files must be submitted with colour proofs (ISO39L)
 - All files must be completed with links to jpeg and font types

Company Name: _____

Address: _____

Contact Person: _____ Title: _____

Telephone: _____ Fax: _____ E-mail: _____

Authorized Signature(s): _____ Date: _____

Confirmation of order is on a **first come, first served** basis.

For booking and enquiries, please contact: Miss Chloe TO or Mr. Jeff CHENG

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