

HKMA CME BULLETIN ADVERTISEMENT RATE CARD & ORDER FORM 2017

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"/> 10,500	<input type="checkbox"/> 26,775	<input type="checkbox"/> 8,663 each
Full Page (Black and White)	<input type="checkbox"/> 8,800	<input type="checkbox"/> 22,440	<input type="checkbox"/> 7,260 each
½ Page	<input type="checkbox"/> 7,700	<input type="checkbox"/> 19,635	<input type="checkbox"/> 6,353 each
½ Page (Black and White)	<input type="checkbox"/> 5,900	<input type="checkbox"/> 15,045	<input type="checkbox"/> 4,868 each
¼ Page	<input type="checkbox"/> 5,800	<input type="checkbox"/> 14,790	<input type="checkbox"/> 4,785 each
¼ Page (Black and White)	<input type="checkbox"/> 5,000	<input type="checkbox"/> 12,750	<input type="checkbox"/> 4,125 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"/> 20,000	<input type="checkbox"/> 51,000	<input type="checkbox"/> 16,500 each

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

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

Online Ad Small Banner	<input type="checkbox"/> 10,000	Online Ad Large Banner	<input type="checkbox"/> 20,000
Classified Ad	\$1,300 for 30 words (Non-members, hospitals, institutions and HMO) \$500 for 30 words (Members)		

Issue(s) 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.

<u>Material Requirements:</u>	<u>Trim Size</u>	<u>Bleed Size</u>
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 Alison HUI or Miss Chloe TO

Tel: 2527 8452/2861 1979 • E-mail: alisonhui@hkma.org/chloeto@hkma.org • Fax: 2865 0943