

# HKMA CME BULLETIN ADVERTISEMENT RATE CARD 2018

Advertising Rates (HK\$)	Basic Rate	3 issues (15% off)	4 or more issues (17.5% off)
Inside Front Cover	□ 12,500	□ 10,625	□ 10,313
Page Facing Inside Front	□ 15,000	□ 12,750	□ 12,375
Inside Back Cover	□ 13,125	□ 11,156	□ 10,828
Full Page	□ 12,000	□ 10,200	□ 9,900
Full Page (Black & White)	□ 9,800	□ 8,330	□ 8,085
½ Page	□ 8,800	□ 7,480	□ 7,260
½ Page (Black & White)	□ 6,400	□ 5,440	□ 5,280
¼ Page	□ 6,300	□ 5,355	□ 5,198
¼ Page (Black & White)	□ 5,500	□ 4,675	□ 4,538
Double Page Spread	□ 20,000	□ 17,000	□ 16,500
1-page Advertorial*	□ 16,000	□ 13,600	□ 13,200
1-page Advertorial + Full Page *	□ 20,000	□ 17,000	□ 16,500
2-page Advertorial*	□ 23,500	□ 19,975	□ 19,388
2-page Advertorial + Full Page *	□ 27,000	□ 22,950	□ 22,275
Specified Page	□ 11,815	□ 10,043	□ 9,747
Loose Insert (per sheet)	□ 24,500	□ 20,825	□ 20,213
Classified Ad - 30 words (Members)	□ 600	□ 510	□ 495
Classified Ad – 30 words (Non-members, hospitals, institutions and HMO)	□ 1,500	□ 1,275	□ 1,238
Online Ad Small Banner	□ 11,000	□ 9,350	□ 9,075
Online Ad Large Banner	□ 22,000	□ 18,700	□ 18,150

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

# Agency Commission Discount 20%, News & Online Ad Bundle Discount 10%,

The Hong Kong Medical Association, 5/F Duke of Windsor Social Service Bldg, 15 Hennessy Road HK

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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)

Colour Mode: CMYK ; Resolution: 300 dpi ; File Format: PDF / EPS / AI / TIFF / JPG. All digital files must be submitted with colour proofs (ISO39L) and completed with links to jpeg and font types. All fonts and images must be embedded and outlined. Headlines that cross a spread must be split between words or allow 10mm in gutter

**Circulation** : >10,000pcs                      **Publishing Date** : 15<sup>th</sup> of each month  
**Language** : English                                **Booking Deadline** : 15<sup>th</sup> of preceding month  
**Binding** : Saddle-stapled                      **Material Deadline** : 25<sup>th</sup> of preceding month  
**Printing** : Off-set

## ORDER FORM

**Issue(s)** :       Jan     Feb     Mar     Apr     May     Jun  
    Jul     Aug     Sep     Oct     Nov     Dec

**Company Name** :

**Address** :

**Contact Person** :

**Title** :

**Telephone** :

**Fax** :

**E-mail** :

**Authorized Signature** :

**Date** :

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

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