

# CME BULLETIN

## HKMA CME BULLETIN ADVERTISEMENT RATE CARD 2019

Advertising Rates (HK\$)		Basic Rate		3 issues (15% off)		4 or more issues (17.5% off)
Inside Front Cover	<input type="checkbox"/>	12,500	<input type="checkbox"/>	10,625	<input type="checkbox"/>	10,313
Page Facing Inside Front	<input type="checkbox"/>	15,000	<input type="checkbox"/>	12,750	<input type="checkbox"/>	12,375
Back Cover	<input type="checkbox"/>	15,750	<input type="checkbox"/>	13,388	<input type="checkbox"/>	12,994
Inside Back Cover	<input type="checkbox"/>	13,125	<input type="checkbox"/>	11,156	<input type="checkbox"/>	10,828
Full Page	<input type="checkbox"/>	12,000	<input type="checkbox"/>	10,200	<input type="checkbox"/>	9,900
Full Page (Black & White)	<input type="checkbox"/>	9,800	<input type="checkbox"/>	8,330	<input type="checkbox"/>	8,085
1/2 Page	<input type="checkbox"/>	8,800	<input type="checkbox"/>	7,480	<input type="checkbox"/>	7,260
1/2 Page (Black & White)	<input type="checkbox"/>	6,400	<input type="checkbox"/>	5,440	<input type="checkbox"/>	5,280
1/4 Page	<input type="checkbox"/>	6,300	<input type="checkbox"/>	5,355	<input type="checkbox"/>	5,198
1/4 Page (Black & White)	<input type="checkbox"/>	5,500	<input type="checkbox"/>	4,675	<input type="checkbox"/>	4,538
1-page Advertorial*	<input type="checkbox"/>	16,000	<input type="checkbox"/>	13,600	<input type="checkbox"/>	13,200
1-page Advertorial + Full Page *	<input type="checkbox"/>	20,000	<input type="checkbox"/>	17,000	<input type="checkbox"/>	16,500
2-page Advertorial*	<input type="checkbox"/>	23,500	<input type="checkbox"/>	19,975	<input type="checkbox"/>	19,388
2-page Advertorial + Full Page *	<input type="checkbox"/>	27,000	<input type="checkbox"/>	22,950	<input type="checkbox"/>	22,275
Loose Insert (2-page per sheet)	<input type="checkbox"/>	24,500	<input type="checkbox"/>	20,825	<input type="checkbox"/>	20,213
Classified Ad - 30 words (Members)	<input type="checkbox"/>	600	<input type="checkbox"/>	510	<input type="checkbox"/>	495
Classified Ad - 30 words (Non-members, hospitals, institutions & HMO)	<input type="checkbox"/>	1,500	<input type="checkbox"/>	1,275	<input type="checkbox"/>	1,238
Online Ad Small Banner	<input type="checkbox"/>	11,000	<input type="checkbox"/>	9,350	<input type="checkbox"/>	9,075
Online Ad Large Banner	<input type="checkbox"/>	22,000	<input type="checkbox"/>	18,700	<input type="checkbox"/>	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%.

Material Requirements:	Trim Size	Bleed Size
Full Page	210mm (W) x 280mm (H)	220mm (W) x 290mm (H)
1/2 Page	210mm (W) x 140mm (H)	220mm (W) x 150mm (H)
1/4 Page	105mm (W) x 140mm (H)	115mm (W) x 150mm (H)

Color Mode: CMYK; Resolution: 300 dpi ; File Format: PDF / EPS / AI / TIFF / JPG. All digital files must be submitted with color 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.

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## GENERAL GUIDANCE

Circulation	:	>9,000pcs	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 **first come, first served** basis.*

Please complete and return this form by  
E-mail: [cme@hkma.org](mailto:cme@hkma.org)  
Fax: (852) 2865 0943  
Mail: The Hong Kong Medical Association  
5/F, Duke of Windsor Social Service Building,  
15 Hennessy Road, Wanchai, Hong Kong

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