



## HK\$ advertising rates for 2017

each page is divided into 12 (twelve) advertising spaces.

Space will, therefore, be referred to as parts of 12.

		ONE COLOUR (black)	TWO COLOUR (cyan/black)	FOUR COLOUR (cyan/magenta/yellow/black)
	1	HK\$400	HK\$500	HK\$1000
	2	HK\$800	HK\$1000	HK\$2000
PARTS	3	HK\$1200	HK\$1500	HK\$3000
of	4	HK\$1600	HK\$2000	HK\$4000
PAGE	6	HK\$2400	HK\$3000	HK\$6000
(per issue)	8	HK\$3200	HK\$4000	HK\$8000
	9	HK\$3600	HK\$4500	HK\$9000
	12	HK\$4800	HK\$6000	HK\$12000

Time Discount: over 6 issues CONTINUOUS — 15% of space value  
 over 12 issues CONTINUOUS — 25% of space value

Space Discount: 2, 3, 4 spaces TOGETHER — 5% / 6 issues, 10% / 12 issues  
 6, 8, 9, 12 spaces TOGETHER — 15% / 6 issues, 20% / 12 issues

Advance Payment Discount: 4 % (only for total amount of contract)

- Discounts are calculated in the order time, space and advance

Placings: + 40% added to page value for back cover  
 + 20% added to page value for page 3, inside front/back  
 + 10% added to page value for other pages

- Charges for artwork and colour separations given on request  
 (material remains the property of the Publisher until paid for)

- All payment for advertisers outside of Hong Kong, is strictly in advance. Final deadline for all orders, placings, and material submission is 30 days before the month of publication.

- The Publisher reserves the right to refuse an advertisement without given reason.

- The Publisher reserves the right to withdraw and advertiser's advertisement if outstanding payment exceeds 30 days.