



HK\$ advertising rates for 2010

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

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

	<u>ONE COLOUR</u> (black)	<u>TWO COLOUR</u> (black/cyan)	<u>FOUR COLOUR</u> (black/cyan/yellow/ magenta)
	1 HK\$400	HK\$500	HK\$1000
	2 HK\$800	HK\$1000	HK\$2000
<u>PARTS</u>	3 HK\$1200	HK\$1500	HK\$3000
<u>of</u>	4 HK\$1600	HK\$2000	HK\$4000
<u>PAGE</u>	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.