

## HKMA CME BULLETIN ADVERTISEMENT RATE CARD

(Please indicate your preference(s) by “√” in the box)	Basic Rates (HK\$)				Publishing Issue(s)
	4-colour		Black & White		
<b>Random Position</b>					<input type="checkbox"/> January <input type="checkbox"/> February <input type="checkbox"/> March <input type="checkbox"/> April <input type="checkbox"/> May <input type="checkbox"/> June <input type="checkbox"/> July <input type="checkbox"/> August <input type="checkbox"/> September <input type="checkbox"/> October <input type="checkbox"/> November <input type="checkbox"/> December
Full Page	<input type="checkbox"/>	15,400	<input type="checkbox"/>	12,800	
Half Page	<input type="checkbox"/>	11,300	<input type="checkbox"/>	8,400	
Quarter Page	<input type="checkbox"/>	8,100	<input type="checkbox"/>	7,100	
<b>Special Position</b>					
Inside Front Cover	<input type="checkbox"/>	16,000	N/A		
Page Facing Inside Front	<input type="checkbox"/>	19,500			
Back Cover	<input type="checkbox"/>	19,800			
Inside Back Cover	<input type="checkbox"/>	16,700			
1-page Advertorial*	<input type="checkbox"/>	20,100			
1-page Advertorial* + Full Page	<input type="checkbox"/>	24,800			
2-page Advertorial*	<input type="checkbox"/>	28,900			
2-page Advertorial* + Full Page	<input type="checkbox"/>	33,000			
<b>General Note for Booking</b>					
Booking Deadline: 15 <sup>th</sup> of preceding month			Publishing Date: 16 <sup>th</sup> of each month		
Artwork Deadline: 25 <sup>th</sup> of preceding month					

<b>Material Requirements</b>		
Position	Trim Size	Bleed Size
Full Page & Special Position	210mm (W) x 280mm (H)	220mm (W) x 290mm (H)
Half Page	210mm (W) x 140mm (H)	220mm (W) x 150mm (H)
Quarter Page	105mm (W) x 140mm (H)	115mm (W) x 150mm (H)
Color Mode: CMYK	Resolution: 300 dpi	File Format: AI/ EPS/ PDF/ JPG
*Advertorial	Advertisers provide write up and images. Extra Cost shall charge for more than 4 pages of content.	
Remarks	1. All fonts and images should be embedded and outlined. 2. All digital files must be submitted with color proofs (ISO39L) and completed with links to jpeg and font types. 3. Headlines that cross a spread must be split between words or allow 10mm in gutter.	

<b>For further information and booking of advertising space, please contact:</b>	
Mr Jeff CHENG Manager (CME) The Hong Kong Medical Association Tel: (852) 3108 2517      Email: <a href="mailto:jeffcheng@hkma.org">jeffcheng@hkma.org</a> Address: 5/F, Duke of Windsor Social Service Building, 15 Hennessy Road, Hong Kong	Miss Yolenda CHEUNG Executive Officer The Hong Kong Medical Association Tel: (852) 2527 8452      Email: <a href="mailto:cme@hkma.org">cme@hkma.org</a> Address: 5/F, Duke of Windsor Social Service Building, 15 Hennessy Road, Hong Kong

**Terms & Conditions:**

1. Acceptance of advertisement order of the HKMA CME Bulletin is at the sole discretion of and subject to confirmation by the HKMA CME Bulletin & Online Editorial Board (“the Board”). In this regard, the Board has the sole and full discretion and its determination shall be final.
2. The HKMA will not be held responsible for any claim resulting from the failure of any advertisement to appear, or from any other causes whatsoever.
3. Cancellation of order after the booking deadline will not be accepted. Otherwise, the advertiser or his agent is liable to compensate the Publisher for all financial losses arising from the cancellation.
4. Confirmation of order is on ***a first come, first served basis***. Please contact the HKMA Secretariat to confirm the availability of the advertisement. Please provide information below for arranging the debit note and payment to “**The Hong Kong Medical Association**” must be settled within **30 days** from the issue date of the debit note. We accept payment by cheque and bank transfer. When making your payment, please reference the debit note number.

Bank Account Information

Name of the Bank	The Bank of East Asia Ltd.
Account Name	The Hong Kong Medical Association
Account No.	015-514-40-07047-5

**Disclaimers:** The HKMA CME Bulletin & Online Editorial Board (“the Board”) is committed to publishing high-quality and accurate content for informative purposes. The Board has rigorous review processes for manuscript and advertisement selection. None of the Hong Kong Medical Association (“the HKMA”) or any of its servants and agents will have any liability in any way arising from information or advertisement that is contained in the HKMA CME Bulletin. Although all accepted advertising material is expected to conform to ethical and legal standards, such acceptance does not imply endorsement by the HKMA CME Bulletin. The HKMA CME Bulletin is intended for medical professionals and is provided without any warranties, express or implied.

Order Form				
<b>Discount ^</b>	<input type="checkbox"/>	<b>20% for Agency Commission Discount</b>	<b>Total Amount ^ (HK\$)</b>	
	<input type="checkbox"/>	<b>15% for 3 insertions</b>		
	<input type="checkbox"/>	<b>17.5% for 4 insertions or more</b>		
	<input type="checkbox"/>	<b>30% for year-round insertions</b>		
<b>Name of Advertiser</b>				
<b>Business Registration No.</b>				
<b>Name of Agency (if any)</b>				
<b>Contact Person</b>				
<b>Telephone</b>		<b>Email</b>		
<b>Mailing Address #</b>				
<b>Authorised Signature</b>		<b>Date</b> _____ / _____ / _____ (DD) / (MM) / (YYYY)		
<b>By submitting this order form, you are acknowledging your agreement to the disclaimers and Terms of Use overleaf and your understanding and acceptance of these disclaimers.</b>				

^ All the rates will be rounded up to the nearest whole number.

# 2 Hard Copies will be mailed to the Advertiser. If there is an Agency, please also write down it’s mailing address for 2 Hard Copies.