

## HKMA CME BULLETIN ADVERTISEMENT RATE CARD 2022

Advertising Rates (HK\$) (Please indicate your preference(s) by "√" in the box)	Basic Rate	3 issues (15% off)	4 or more issues (17.5% off)
Inside Front Cover <input type="checkbox"/>	14,500	<input type="checkbox"/> 12,325	<input type="checkbox"/> 11,962.5
Page Facing Inside Front <input type="checkbox"/>	17,650	<input type="checkbox"/> 15,002.5	<input type="checkbox"/> 14,561.25
Back Cover <input type="checkbox"/>	18,000	<input type="checkbox"/> 15,300	<input type="checkbox"/> 14,850
Inside Back Cover <input type="checkbox"/>	15,150	<input type="checkbox"/> 12,877.5	<input type="checkbox"/> 12,498.75
Full Page <input type="checkbox"/>	14,000	<input type="checkbox"/> 11,900	<input type="checkbox"/> 11,550
Full Page (Black & White) <input type="checkbox"/>	11,600	<input type="checkbox"/> 9,860	<input type="checkbox"/> 9,570
1/2 Page <input type="checkbox"/>	10,200	<input type="checkbox"/> 8,670	<input type="checkbox"/> 8,415
1/2 Page (Black & White) <input type="checkbox"/>	7,600	<input type="checkbox"/> 6,460	<input type="checkbox"/> 6,270
1/4 Page <input type="checkbox"/>	7,300	<input type="checkbox"/> 6,205	<input type="checkbox"/> 6,022.5
1/4 Page (Black & White) <input type="checkbox"/>	6,400	<input type="checkbox"/> 5,440	<input type="checkbox"/> 5,280
1-page Advertorial* <input type="checkbox"/>	18,200	<input type="checkbox"/> 15,470	<input type="checkbox"/> 15,015
1-page Advertorial + Full Page * <input type="checkbox"/>	22,500	<input type="checkbox"/> 19,125	<input type="checkbox"/> 18,562.5
2-page Advertorial* <input type="checkbox"/>	26,250	<input type="checkbox"/> 22,312.5	<input type="checkbox"/> 21,656.25
2-page Advertorial + Full Page * <input type="checkbox"/>	30,000	<input type="checkbox"/> 25,500	<input type="checkbox"/> 24,750
HKMA Website Online Ad <input type="checkbox"/>	25,000	<input type="checkbox"/> 21,250	<input type="checkbox"/> 20,625

\*Advertisers provide write up and images. Extra Cost shall charge for more than 4 pages of content.  
#Agency Commission Discount 20%.

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)
Online Banner	Size: 210 x 80 pixels	

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.

GENERAL GUIDANCE					
Circulation	:	>9,700pcs	Publishing Date	:	16 <sup>th</sup> of each month
Language	:	English	Booking Deadline	:	15 <sup>th</sup> of preceding month
Binding	:	Saddle-stapled	Printing	:	Off-set

## ORDER FORM

Please indicate your preference(s) by “√” in the box:

Issue(s) :  Jan  Feb  Mar  Apr  May  Jun  
 Jul  Aug  Sep  Oct  Nov  Dec  
 Agency Commission Discount 20% (Please provide both the client and agency name in the “Company Name” column)

Please contact the HKMA Secretariat for confirming the availability of advertisement.

Please provide information below for arranging the debit note.

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Company Name :

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Address :

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Contact Person :

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Title :

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Telephone :

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E-mail :

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Authorized  
Signature :

Date :

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*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.*

### Contact Us

Please complete and return this form by

E-mail: [cme@hkma.org](mailto:cme@hkma.org)

Mail: The Hong Kong Medical Association  
5/F, Duke of Windsor Social Service  
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For enquiries, please contact:

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