

HKMA CME BULLETIN ADVERTISEMENT RATE CARD 2020

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"/>	13,500	<input type="checkbox"/> 11,475	<input type="checkbox"/> 11,138
Page Facing Inside Front <input type="checkbox"/>	16,500	<input type="checkbox"/> 14,025	<input type="checkbox"/> 13,613
Back Cover <input type="checkbox"/>	16,750	<input type="checkbox"/> 14,238	<input type="checkbox"/> 13,819
Inside Back Cover <input type="checkbox"/>	14,125	<input type="checkbox"/> 12,006	<input type="checkbox"/> 11,653
Full Page <input type="checkbox"/>	13,000	<input type="checkbox"/> 11,050	<input type="checkbox"/> 10,725
Full Page (Black & White) <input type="checkbox"/>	10,800	<input type="checkbox"/> 9,180	<input type="checkbox"/> 8,913
1/2 Page <input type="checkbox"/>	9,400	<input type="checkbox"/> 7,990	<input type="checkbox"/> 7,755
1/2 Page (Black & White) <input type="checkbox"/>	7,000	<input type="checkbox"/> 5,950	<input type="checkbox"/> 5,775
1/4 Page <input type="checkbox"/>	6,900	<input type="checkbox"/> 5,865	<input type="checkbox"/> 5,693
1/4 Page (Black & White) <input type="checkbox"/>	6,000	<input type="checkbox"/> 5,100	<input type="checkbox"/> 4,950
1-page Advertorial* <input type="checkbox"/>	17,000	<input type="checkbox"/> 14,450	<input type="checkbox"/> 14,025
1-page Advertorial + Full Page* <input type="checkbox"/>	21,000	<input type="checkbox"/> 17,850	<input type="checkbox"/> 17,325
2-page Advertorial* <input type="checkbox"/>	24,500	<input type="checkbox"/> 20,825	<input type="checkbox"/> 20,213
2-page Advertorial + Full Page* <input type="checkbox"/>	28,000	<input type="checkbox"/> 23,800	<input type="checkbox"/> 23,100
Online Ad Banner	Please contact the secretariat for enquiry/ booking		

*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.

GENERAL GUIDANCE					
Circulation	:	>9,500pcs	Publishing Date	:	15 th of each month
Language	:	English	Booking Deadline	:	15 th of preceding
Binding	:	Saddle-stapled	Material Deadline	:	25 th of preceding
Printing	:	Off-set			

ORDER FORM

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

- Issue(s) : Mar Apr May Jun Jul Aug
 Sep Oct Nov Dec Jan2021 Feb2021
- Agency Commission Discount 20% (Please provide both the client and agency name in the “Company Name” column)

Please provide information below for arranging the debit note

Company Name :

Address :

Contact Person :

Title :

Telephone :

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.*

Contact Us

Please complete and return this form by

E-mail: cme@hkma.org

Mail: The Hong Kong Medical Association
5/F, Duke of Windsor Social Service
Building, 15 Hennessy Road, Wanchai,
Hong Kong

For enquiries, please contact:

Miss Ivy IP/ Mr. Jeff CHENG

*Assistant Manager (Education & Policy)/ Executive
Officer*

The Hong Kong Medical Association

Tel: (852) 2527 8452

Email: ivyip@hkma.org / jeffcheng@hkma.org

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