

The Hong Kong Medical Association

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FOUNDED IN 1920-INCORPORATED IN 1960 AS A COMPANY LIMITED BY GUARANTEE MEMBER OF WORLD MEDICAL ASSOCIATION AND CONFEDERATION OF MEDICAL ASSOCIATIONS IN ASIA & OCEANIA

5th Floor, Duke of Windsor Social Service Building, 15 Hennessy Road, Hong Kong Tel: (852) 2527 8285 (6 lines) Fax: (852) 2865 0943 E-mail: hkma@hkma.org Website: www.hkma.org 香港軒尼詩道十五號溫莎公爵社會服務大廈五樓

## The Hong Kong Medical Association News

The Hong Kong Medical Association News is the only publication that carries the following information to over 13,000 members of the Association:

- Articles on current medical issues
- News on medical services and seminars
- Insights on development of the health delivery systems ٠
- Advice on medical ethics and practices
- Reports and announcements on membership facilities and services
- Opinion surveys on medical and related issues
- Advertisements such as vacancies, offices available, etc.

Readers of the HKMA News are mainly registered medical practitioners, including private practitioners, doctors working in the Government departments, University Clinical Units as well as those in the private and public hospitals. The readership is, therefore, a prime target for advertiser of:

- Pharmaceutical products
- ≻ Medical and surgical equipment
- Medical and related support services provider
- Medical manpower recruitment
- Insurance and income protection schemes
- Travel and leisure services
- Consumer goods
- All other products and services related to the medical profession

#### **General Note**

Booking & Artwork Deadline	1 <sup>st</sup> of each month			
Publishing Date	25 <sup>th</sup> of each month			
Booking	A duly completed Advertisement Order Form and a copy of a valid Business Registration Certificate (if applicable) should reach the HKMA Secretariat by email, fax or post on or before 1 <sup>st</sup> of each month.			
Payment	<ol> <li>A debit note will be issued upon confirmation of the advertisement order.</li> <li>Payment to "The Hong Kong Medical Association" must be settled within 30 days from the issue date of the debit note.</li> <li>For multi-issue advertisements, placement may be postponed if full and timely payment is not made on outstanding invoices.</li> <li>We accept payment by cheque and bank transfer. When making your payment, please reference the debit note number.</li> </ol>			
	Bank Account InformationName of the BankThe Bank of East Asia Ltd.Account NameThe Hong Kong Medical AssociationAccount No.015-514-40-07047-5			

#### Terms & Conditions:

- Acceptance of advertisement order of the HKMA News is at the sole discretion of and subject to confirmation by the HKMA 1. News 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.

Disclaimers: The HKMA News 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 News. Although all accepted advertising material is expected to conform to ethical and legal standards, such acceptance does not imply endorsement by the HKMA News. The HKMA News is intended for medical professionals and is provided without any warranties, express or implied.

This form can be downloaded from https://www.thkma.org/publication/place\_advertisement/.



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### **Rate Card & Order Form**

I) Display Ad in the HKMA News						
Size	Basic Rates (Negotiable rates for special position)					
5120	4-0	colour	Black & White			
Full page $T : S := 210$ (W) 285 (U)	□ HK\$15,40	$0 \times ($ ) issue(s)	$\square$ HK\$12,800 × 0	( ) issue(s)		
Trim Size: 210mm(W) x 285mm(H) Bleed Size: 220mm(W) x 295mm(H)						
Half page Trim Size: 185mm(W) x 126mm(H)	☐ HK\$11,30	$0 \times ($ ) issue(s)	$\square$ HK\$8,400 × 0	( ) issue(s)		
<b>Quarter page</b> <i>Trim Size: 93mm(W) x 126mm(H)</i>	□ HK\$8,100	$\times$ ( ) issue(s)	□ HK\$7,100 × 0	( ) issue(s)		
<b>File Format :</b> AI/ EPS/ PDF/ JPG (All fonts and images should be embedded and outlined.) <b>Color Mode :</b> CMYK <b>Resolution :</b> 300dpi or above ( <i>File not in compliance with the required specification will be additionally charged HK\$300.</i> )						
II) Loose Leaf Insert (Send with the HKMA News)						
Non-profit making		□ HK\$25,000	$\times$ ( ) issue(s)			
Charity		HK\$16,000	$\times$ ( ) issue(s)			
<b>Remarks</b> : Size: 210mm x 293 mm; Paper: 105g Matt Art Paper Rates quoted above are inclusive of postage and handling charges only.						
III) The HKMA Website Online Ad						
<b>Banner</b> (Size: 540 × 320 pixels)		□ HK\$27,500	$\times$ ( ) issue(s)			
Publishing Issue(s)						
□ January □ March	🗖 May	July	September	November		
G February G April	June	August	October	December		
Discount (ONLY one discount applies per order)         □ Agency Commission       15%						
<ul> <li>□ Volume Discount</li> <li>[ ] 15% for 3 insertions / [ ] 17.5% for 4 insertions or more</li> <li>[ ] 30% for year-round insertions</li> </ul>						
$\square News + Website \dots 10\%$						
Total amount HK\$		Receipt required				
Advertiser		Contact Person				
Business Registration No.		Authorised Sig	nature			
Telephone		Email				
Address						

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.

For further information and booking of advertising space, please contact:Tel.:3108 2520 / 2527 8941Fax:2865 0943Email: <a href="https://www.https://wwww