

香港禮品及贈品展2005 宣傳推廣優惠

Promotion Opportunity at HK Gifts & Premium Fair 2005

鑑於廣告客戶對本會於「香港禮品及贈品展2004」提供之宣傳推廣計劃反應熱烈，故此本會在即將舉行的「香港禮品及贈品展2005」(28/4-1/5/2005)亦繼續提供相同的宣傳推廣機會。會員請把握買家來臨採購的好時機，為貴司的產品或服務作好宣傳推廣計劃，定必有意想不到的收穫！

In view of the overwhelming responses from advertisers in subscribing to our advertising promotion package at Hong Kong Gifts & Premium Fair 2004, the Association would like to offer the same promotion scheme at the upcoming Hong Kong Gifts & Premium Fair 2005 (28/4-1/5/2005). HKEA members and advertisers please grasp this great chance to promote your company's products or services!



I. 《出口商季刊-展覽會特刊》(2005年四月號) 宣傳推廣計劃 Promotion Plan for "Exporters' Bulletin - Fair Edition" (April version)

- 此展覽會特刊總發行量達5,000份，並於「香港禮品及贈品展2005」之主辦機構辦事處及香港出口商會展館內免費派發

With a total circulation of 5,000 copies, the Fair Edition (April version) will be distributed at Fair Management Office in the exhibition venue and at HKEA Pavilion during Hong Kong Gifts and Premium Fair 2005 on a complimentary basis

- 《出口商季刊-展覽會特刊》(四月號)設有四款廣告可供選擇，香港出口商會會員可享額外10%折扣優惠
The Fair Edition (April version) offers 4 types of advertising space, and HKEA members can enjoy an extra 10% discount



篇幅 Options	切割位 Trim Size	超值價 Special Rate	會員價 Member Rate
全頁 Full Page	350mm(H) x 260mm(W)	HK\$ 6,600	HK\$ 5,940
半頁 Half Page	175mm(H) x 260mm(W)	HK\$ 3,300	HK\$ 2,970
1/4頁 Quarter Page	175mm(H) x 130mm(W)	HK\$ 1,800	HK\$ 1,620
產品照 Product Photo	65mm(H) x 80mm(W)	HK\$ 800	HK\$ 720

- 所有2005年7月份「香港夏季禮品、家庭用品及玩具展」之香港出口商會展館參展商，可獲贈1/4頁免費廣告。各參展商可考慮加大版面！
All HKEA Pavilion exhibitors at "Summer Sourcing Show 2005" are entitled to a FREE quarter-page advertising space which can be upgraded at a little extra cost.



II. 《出口商季刊》(2005年第一季版) 宣傳推廣計劃 Promotion Plan for "Exporters' Bulletin" (2005 1st quarter issue)

- 現凡於《出口商季刊》(2005年第一季版)刊登廣告，可於《出口商季刊-展覽會特刊》(2005年四月號)獲贈1/4頁免費廣告，以及可於「香港禮品及贈品展2005」本會展位內(會展展覽廳三)免費展示貴司之產品或宣傳單張
Advertisers in "Exporters' Bulletin" (2005 1st quarter issue) are entitled to a FREE quarter-page advertising space in the Fair Edition (April version), and also to a FREE display of company products or promotional leaflets in the HKEA booth during Hong Kong Gifts & Premium Fair 2005 in Hall 3.

- 《出口商季刊》設有三款廣告可供選擇，香港出口商會會員可享額外20%折扣優惠
"Exporters' Bulletin" offers 3 types of advertising space, and HKEA members can enjoy an extra 20% discount



篇幅 Options	切割位 Trim Size	超值價 Special Rate	會員價 Member Rate
全頁 Full Page	285mm(H) x 210mm(W)	HK\$ 7,500	HK\$ 6,000
半頁 Half Page	140mm(H) x 210mm(W)	HK\$ 5,000	HK\$ 4,000
1/4頁 Quarter Page	140mm(H) x 110mm(W)	HK\$ 3,000	HK\$ 2,400

由於廣告位置有限，如有興趣者，請於2005年3月18日前請致電2730 9851與蘇碧慧小姐聯絡
For further enquiries, please contact Miss Isabella So at 2730 9851 before 18 March 2005

本會保留刊載任何廣告／提供有關優惠之最終決定權

The Association reserves the final right on ad placement and promotion offer