



# Members' Directory 會員名冊錄

## Advertisement Rate Sheet 廣告價目表

(For Hong Kong advertisers 香港客戶適用)

The annual HKEA "Members' Directory" is the leading literature of The Hong Kong Exporters' Association and it is a very useful desk reference widely recognized by trade and industry sector as well as overseas traders. While the listing in the directory is free, they are all HKEA members who are prominent figures in Hong Kong's political and economic arena contributing to the majority of the territory's domestic and re-export trade. The Directory is therefore **an excellent guide for one to look for trade partners.**

It now enjoys the initial circulation of **1,200** copies and readers include both local and overseas importers, exporters, manufacturers, government officials, consulates, chambers and trade associations, educational and training institutes, bankers, insurance companies, airlines, shipping companies, freight forwarders, hotels, testing laboratories, business consultancies, publishers, media and exhibition organizers. The Association will also promote the literature in various exhibitions, seminars, study missions and all other activities so as to enlarge the marketing network of HK exporters and the advertisers.

香港出口商會每年出版之旗艦資訊刊物『會員名冊錄』一向廣為工商界作參考之用，並極受海外買家歡迎。當中免費刊載之資料，均為在本港政治及經濟上深具影響力之會員公司，其銷量為全港總出口之大多數。實為本地及海外企業尋找貿易夥伴極具效用的精選名冊。



本刊首期發行量為 **1,200** 本，讀者包括本地及海外的進出口商與製造商、政府官員、領事館、商會/貿易團體、教育及學術機構、銀行、保險公司、航空、船務及貨運公司、酒店、測試中心、商務顧問、出版機構、傳媒與展覽機構等。本會並會在籌辦及參與的不同展覽會、研討會、考察團和活動中向各界推介刊物，藉此為港商和廣告客戶擴闊宣傳網絡，締造更多商機!

請即預定廣告位置，把握更多推廣公司業務的機會！ Act Now to promote your business here!

If your company is interested to place an advertising order in our **Members' Directory**, please fill in this form and return to us at **Fax: 2730 1869**. For query, please contact us by Tel: 2730 9851 or E-mail: [jso@exporters.org.hk](mailto:jso@exporters.org.hk)

如有興趣於《會員名冊錄》內刊登廣告，請填妥以下表格，傳真至：**2730 1869**。查詢請致電：2730 9851 或以電郵聯絡本會：[jso@exporters.org.hk](mailto:jso@exporters.org.hk)

Company Name 公司名稱:	
Contact Person 聯絡人:	HKEA Member 會員: <input type="checkbox"/> Yes 是 <input type="checkbox"/> No 否
Tel 電話:	Fax 傳真:
Address 地址:	

Please  the appropriate box 請在適當位置加上  號

### A. ADVERTISING PLACEMENT 廣告類型

#### RUN-OF-PAGE ( ROP ) 內頁

- Full Page 全頁 HK\$ 8,000
- Half Page 半頁 HK\$ 5,000

#### SPECIAL POSITION 指定廣告位置

- Outside Back Cover 封底 HK\$12,000
- Inside Front Cover 封面內頁 HK\$10,000
- Inside Back Cover 封底內頁 HK\$ 9,000
- Index Dividers 索引插頁 HK\$ 10,000

### B. ARTWORK DESIGN & FILM PRODUCTION

#### 廣告設計、菲林製作

\$1,500 - \$4,000

\* depends on the design requirement

\* 視乎設計需要而定

**Member entitles to 20% discount**

**會員可享八折優惠**

**MECHANICAL SPECIFICATIONS 廣告規格****Frequency 出版期數** Annually 年刊

<b>Paper Quality 紙質</b>	Cover 封面	300gsm art card	300 磅 啞粉紙
	Index Divider 插頁	126gsm art card	126 磅 啞粉紙
	ROP 內頁	110gsm art paper	110 磅 啞粉紙

**Material Needed 廣告材料要求**

- A readable CD with materials saved in 350 dpi, EPS or Tiff format, 100% size and one print-out.
- Finished artwork is required.
- 光碟 : 檔案解像度為 350 dpi (每寸像素), 儲存格式為 EPS 或 Tiff, 連同彩色打印一份呈交

**Screening 網點** 175 lines per inch, 2,540 dots per inch 175 網線, 2,540 網點**Printing 印刷** Web-offset printing 柯式印刷

		Trim Size (mm)	Bleed Size (mm)	Type Area (mm) <sup>#</sup>
		(H x W)	(H x W)	(H x W)
		切割位(毫米)	出血位(毫米)	書寫面積(毫米) <sup>#</sup>
	(高 x 闊)	(高 x 闊)	(高 x 闊)	(高 x 闊)
<b>Advertising Size 廣告尺寸</b>	Full Page 全頁	260H x 180W	280H x 200W	240H x 160W
	Half Page (horizontal) 半頁 (橫倒)	* 120H x 160W	145H x 200W	120H x 160W
	Half Page (vertical) 半頁(直倒)	* 240H x 100W	280H x 120W	240H x 100W

*# The Publisher shall not be responsible for any advertisement that fails to comply with the type area specifications and all printing irregularities will be at the Advertiser's or its Representative's risks.*  
 #出版商無須為廣告版面之規格和所有印刷上的誤差而負責。

\* with 0.5 point trim line.

**Booking Deadline 訂購廣告日期** 6 weeks prior to publication date 出版日前 6 星期**Cancellation Deadline 取消訂購日期** 5 weeks prior to publication date 出版日前 5 星期**Material Deadline 截稿日期** 4 weeks prior to publication date 出版日前 4 星期**Payment Terms 付款限期** 14 days after order confirmation 確認刊登廣告後 14 天內**GENERAL TERMS AND CONDITIONS**

1. The advertiser or advertising agency shall not cancel orders for advertisement after the cancellation deadline.
2. The Hong Kong Exporters' Association (HKEA) reserves the right to decline any advertisement requests as it deems fit and appropriate.
3. HKEA will not be held responsible for any loss, damage or claim resulting from the failure of an advertisement to appear on a specified date.
4. Advertisement materials must conform to the requirements stated in the Rate Sheet. Materials needing extra processing will be subject to an extra charge.
5. The advertiser or advertising agency submitting the advertisement shall indemnify HKEA in respect of cost, damages or other charges failing upon it as a result of legal actions or threatened legal actions arising from the publication of the advertisement published in accordance with the copy instruction supplied to HKEA by the advertiser or advertising agency.
6. HKEA is not accountable for non-performance of the contract as a result of accident, mechanical breakdown of facilities, shortage of raw material, fire, flood, strike, labour trouble, riot, revolt, war, acts of government, acts of God or contingencies beyond the reasonable control of the Association.
7. If HKEA does not receive amendment of copy instructions before the copy deadline, it reserves the right to repeat the copy last used. Late delivery of materials after the copy deadline may incur forfeiture of the space.
8. HKEA will not entertain any claim made by the advertiser or the advertising agency in respect of any error in the advertisement if such claim is made after the fourteen day following that in which the advertisement appears.
9. Payment of accounts shall be made in accordance with the payment terms as specified in the advertising contract. Late payment will be charged overdue interest at the rate of prime plus 4% per annum.
10. In the event the advertiser or advertising agency is in breach of any condition stipulated herein, the net total amount or any part thereof which remains outstanding shall become due and payable. HKEA shall have the right to claim for the immediate payment of the same, notwithstanding paragraph 8 herein to the contrary.
11. The placing of an order for the insertion of an advertisement shall amount to an acceptance of the above conditions and any conditions stipulated on an advertiser's or advertising agency's order form or elsewhere by an advertiser or an advertising agency shall be null and void so far as they are in conflict with them.