



Members' Directory Advertisement Rate Sheet (For overseas advertisers)

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.



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: iso@exporters.org.hk

Company Name:	
Contact Person:	HKEA Member: <input type="checkbox"/> Yes <input type="checkbox"/> No
Tel:	Fax:
Address:	

Please the appropriate box

A. ADVERTISING PLACEMENT

RUN-OF-PAGE (ROP)	USD	EUR
<input type="checkbox"/> Full Page	\$1,000	€800
<input type="checkbox"/> Half Page	\$ 680	€500
SPECIAL POSITION	USD	EUR
<input type="checkbox"/> Outside Back Cover	\$1,600	€1,200
<input type="checkbox"/> Inside Front Cover	\$1,400	€1,000
<input type="checkbox"/> Inside Back Cover	\$1,200	€900
<input type="checkbox"/> Index Dividers	\$1,400	€1,000

B. ARTWORK DESIGN & FILM PRODUCTION

USD	EUR
\$200- \$550	€ 158 – € 435
* depends on the design requirement	

Member entitles to 20% discount

MECHANICAL SPECIFICATIONS

Frequency	Annually																
Paper Quality	Cover 300gsm art card Index Divider 126gsm art card ROP 110gsm art paper																
Material Needed	<ul style="list-style-type: none">- A readable CD with materials saved in 350 dpi, EPS or Tiff format, 100% size and one print-out.- Finished artwork is required.																
Screening	175 lines per inch · 2,540 dots per inch																
Printing	Web-offset printing																
Advertising Size	<table><thead><tr><th></th><th>Trim Size (mm) (H x W)</th><th>Bleed Size (mm) (H x W)</th><th>Type Area (mm)[#] (H x W)</th></tr></thead><tbody><tr><td>Full Page</td><td>260H x 180W</td><td>280H x 200W</td><td>240H x 160W</td></tr><tr><td>Half Page (horizontal)</td><td>* 120H x 160W</td><td>145H x 200W</td><td>120H x 160W</td></tr><tr><td>Half Page (vertical)</td><td>* 240H x 100W</td><td>280H x 120W</td><td>240H x 100W</td></tr></tbody></table>		Trim Size (mm) (H x W)	Bleed Size (mm) (H x W)	Type Area (mm) [#] (H x W)	Full Page	260H x 180W	280H x 200W	240H x 160W	Half Page (horizontal)	* 120H x 160W	145H x 200W	120H x 160W	Half Page (vertical)	* 240H x 100W	280H x 120W	240H x 100W
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	<i># 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.</i>																
	<i>* with 0.5 point trim line.</i>																
Booking Deadline	6 weeks prior to publication date																
Cancellation Deadline	5 weeks prior to publication date																
Material Deadline	4 weeks prior to publication date																
Payment Terms	14 days after order confirmation																

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.