

## The Hong Kong Exporters' Association Publications Advertising Rate Card

### 香港出口商會刊物- 廣告價目表

To better serve our readers and advertisers, The Hong Kong Exporters' Association now presents the publications to the trade with enhanced contents and a unique advertising platform.

為配合會員及廣告客戶的需求，香港出口商會出版的刊物，內容更見豐富，為更有效及集中的廣告平台，讓出口商能廣泛接觸各類型的目標客戶。



**Exporters' Bulletin (Spring / Autumn)** is invigorated with a new look and an even stronger focus on market intelligence, keeping readers abreast of the local and international trading landscape.

#### 【出口商】雜誌 (春季 / 秋季)

為一實用和有效之資訊媒體，讓讀者可從中了解本地以及國際貿易的氣候和不同市場的動向。

**Language:** Bilingual

**Issue Month:** April & October (bi-yearly)

**Circulation:** 5,000 copies per issue

**Promotion Channels:**

Direct mailing and free distribution to local and overseas trade and industrial entities, trade associations, government and subvented organizations, local consulates and education institutes, as well as services providers in Hong Kong.

語言：中英文

出版月份：四月/ 十月 (半年刊)

發行情量：每期 5,000 本

**宣傳渠道**：直接郵寄或免費分發至本地及海外之貿易團體、商會、政府及其資助機構、領事館、學術機構，以至各服務行業。

#### Circulation Breakdown 讀者分佈:

- ✓ Members (Products & Services)  
會員 (包括產品及服務業)
- Non-members 非會員**
- ✓ Hong Kong Exporters  
香港出口商
- ✓ Government, consulate, library  
政府、領事館、圖書館
- ✓ Servicing companies 服務行業  
advertising, exhibiting, product design, testing & quality control  
廣告、展覽、產品設計、測試及品質控制
- ✓ Trade & Industrial Organization  
商貿組織
- ✓ Buyers at fairs  
展覽會買家
- ✓ Others 其他



**Exporters' Fair Edition (Spring/ Summer/ Autumn)** is a unique advertising platform tailor-made for exporters who wish to gain additional exposure in major trade fair in Hong Kong and overseas.

**【展覽特刊】(春季 / 夏季/ 秋季)**

乃專為有意在香港及海外展覽加強宣傳的出口商而設的全新獨立廣告特刊，該特刊展示香港出口商的最新產品及廣告，並於各大香港及海外展覽內的香港出口商會服務攤位上派發。

**Language:** English

**Issue Month:** April, July & September

**Circulation:**

April- 3,000 copies per issue

July & Sept- 2,000 copies per issue

**Promotion Channels:**

Distributed at the service booth of the HKEA in different local and overseas trade fairs

**語言：**中英文

**出版月份：**四月、七月及九月

**發行量：**

四月號- 每期 3,000 本

七月及九月號- 每期 2,000 本

**宣傳渠道：**

於本地及海外展覽會免費派發予買家

**Exporters' Fair Edition** will be freely distributed at the following fairs:

**展覽特刊**將於以下展覽會派發：

- The Hong Kong Gifts & Premium Fair ---- April  
香港禮品及贈品展 --- 四月
- International Variety Gift Expo Tokyo --- July  
東京精美禮品國際展 --- 七月
- Gifts & Home Shanghai 2012 --- Aug (TBC)  
2012 年上海國際家庭用品、促銷品及工藝品創意設計展覽會--- 八月 (待定)
- Gifts Expo, Moscow, Russia --- Sept (TBC)  
莫斯科禮品、家庭用品及人造首飾展 --- 九月 (待定)
- China (Shenzhen) Int'l Toys & Gifts Fair --- Oct  
中國 (深圳) 國際玩具及禮品展覽會 --- 十月
- Other trade show & delegation  
其他展覽會及考察團

## Advertising Rates 廣告價目

(Applicable for Exporters' Bulletin & Fair Edition)

(適用於出口商雜誌及展覽特刊)

**FE Advertisers** can apply to the EMF for a **50%** free subsidy!

【展覽特刊】廣告客戶可申領「中小企市場推廣基金」**50%**資助

### A. ADVERTISING PLACEMENT 廣告類型

### B. INSERTION 插頁廣告

RUN-OF-PAGE ( ROP ) 內頁		<input type="checkbox"/> Full Page Size / Light Weight (per sheet) A4 大小宣傳單張 (每張)	HK\$ 2.8
<input type="checkbox"/> Full Page 全頁	HK\$ 8,000		
<input type="checkbox"/> Half Page 半頁	HK\$ 5,000		
<input type="checkbox"/> Quarter Page 1/4 頁	HK\$ 3,000		

SPECIAL POSITION 指定廣告位置		C. ARTWORK DESIGN & FILM RODUCTION 廣告設計、菲林製作
<input type="checkbox"/> Outside Back Cover 封底	HK\$ 12,000	HK\$1,500 - HK\$4,000
<input type="checkbox"/> Inside Front Cover 封面內頁	HK\$ 10,000	※ Depends on the design requirement 視乎設計需要而定
<input type="checkbox"/> Inside Back Cover 封底內頁	HK\$ 9,000	

**Member Discount 會員折扣 20%**

### Other Ad Format 其他廣告形式：

#### Advertorial 繕寫廣告

15% surcharge on the rate 另加收廣告費的 15%

Advertising material must be submitted 4 weeks before publication date for The Hong Kong Exporters' Association approval. The word "**Advertisement**" must be prominently displayed with a minimum 12-point size on the upper right corner of the page.

廣告材料需於出版日之前四星期交予香港出口商會作批核，版面的右上角將印有最少 12 號字體的「廣告」字樣。

#### Special Requests 特別廣告要求

Rates for pre-printed inserts, direct mailing, spot colours, other non-standard advertising, etc., are available from the Publisher, and final quotation should be confirmed at least 6 weeks prior to publication date.

本會亦可就其他廣告要求提供報價，包括：印製插頁廣告、直銷郵件、專色或其他規格的廣告等。而此服務需於出版日前 6 星期確認作實。

## Paper Quality 紙質

Exporters' Bulletin 出口商雜誌	Cover 封面 ROP 內頁	210gsm matt art paper 113gsm gloss art paper	210 磅 啞粉紙 113 磅 光面紙
Fair Edition 展覽特刊	Cover 封面 ROP 內頁	113gsm gloss art paper	113 磅 光面紙

**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

Advertising Size 廣告尺寸	Trim Size (mm) 切割位(毫米)	Bleed Size (mm) 出血位(毫米)	Type Area (mm) <sup>#</sup> 書寫面積(毫米) <sup>#</sup>	
Exporters' Bulletin 出口商雜誌 /	Full Page 全頁	286H x 210W	296H x 220W	260H x 185W
	Half Page (horizontal) 半頁 (橫倒)	143H x 210W	153H x 220W	130H x 185W
Fair Edition 展覽特刊	Half Page (vertical) 半頁(直倒)	286H x 105W	296H x 115W	260H x 85W
	Quarter page 1/4 頁	143H x 105W	153H x 115W	130H x 85W

\*with 0.5 point trim line

# 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。

**Booking Deadline**  
訂購廣告日期 4 weeks prior to publication date 出版日前 4 星期

**Cancellation  
Deadline**  
取消訂購日期 4 weeks prior to publication date 出版日前 4 星期

**Material Deadline**  
截稿日期 2 weeks prior to publication date 出版日前 2 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

- The advertiser or advertising agency shall not cancel orders for advertisement after the cancellation deadline.
- The Hong Kong Exporters' Association (HKEA) reserves the right to decline any advertisement requests as it deems fit and appropriate.
- 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.
- Advertisement materials must conform to the requirements stated in the Rate Sheet. Materials needing extra processing will be subject to an extra charge.
- The advertiser or advertising agency submitting the advertisement shall indemnify HKEA in respect of cost, damages or other charges falling 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.
- 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.
- 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.
- 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.
- 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.
- 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.
- 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.