



# NEWSPAPER ADVERTISING RATE CARD

## 廣告價目表 (HK\$) No.17

Effective From January 2022 2022年1月起生效

### 內頁RUN OF PAGE (R.O.P.) 星期一至四 MONDAY~THURSDAY

訂位面積	Booking Size	菲林面積 Material Size (WxH)	彩色4C	黑白套紅B/W+Red	黑白B/W
1 全版	Full Page	265 x 327 mm	284,000	253,000	234,000
2 半版(直)	Half Page Vertical	130 x 322 mm	156,000	142,000	130,000
3 半版(橫)	Half Page Horizontal	265 x 153 mm	170,000	149,000	135,000
4 小全版	Junior Page	175 x 215 mm	184,000	165,000	154,000
5 1/3版(橫)	1/3 Page Horizontal	265 x 106 mm	150,000	133,000	123,000
6 1/3版(直)	1/3 Page Vertical	85 x 322 mm	145,000	130,000	119,000
7 1/4版	Quarter Page	130 x 153 mm	86,000	78,000	69,000
8 1/4版(橫)	1/4 Horizontal Banner	265 x 77 mm	95,000	84,000	78,000
9 1/6版	1/6 Page	85 x 153 mm	58,000	53,000	47,000
每厘米欄	Per column cm	—	1,850	1,700	1,540

Minimum Booking Size: 2 col x 50mm / Maximum Booking Size: Width 4 col ; Height 215mm

### 內頁RUN OF PAGE (R.O.P.) 星期五 FRIDAY

訂位面積	Booking Size	菲林面積 Material Size (WxH)	彩色4C	黑白套紅B/W+Red	黑白B/W
1 全版	Full Page	265 x 327 mm	311,000	278,000	257,000
2 半版(直)	Half Page Vertical	130 x 322 mm	172,000	156,000	144,000
3 半版(橫)	Half Page Horizontal	265 x 153 mm	187,000	164,000	149,000
4 小全版	Junior Page	175 x 215 mm	203,000	182,000	170,000
5 1/3版(橫)	1/3 Page Horizontal	265 x 106 mm	165,000	147,000	134,000
6 1/3版(直)	1/3 Page Vertical	85 x 322 mm	160,000	144,000	131,000
7 1/4版	Quarter Page	130 x 153 mm	96,000	85,000	77,000
8 1/4版(橫)	1/4 Horizontal Banner	265 x 77 mm	103,000	93,000	85,000
9 1/6版	1/6 Page	85 x 153 mm	63,000	59,000	51,000
每厘米欄	Per column cm	—	2,030	1,870	1,700

Minimum Booking Size: 2 col x 50mm / Maximum Booking Size: Width 4 col ; Height 215mm

### 指定位置 SPECIFIED POSITION MONDAY~FRIDAY

訂位面積	Booking Size	菲林面積 Material Size (WxH)	彩色4C	黑白套紅B/W+Red	黑白B/W
A 大封面	Mega Front Cover	265 x 327mm (include Masthead)	1,068,000	N/A	N/A
B 封面	Front Cover	265 x 282 mm	946,000	N/A	N/A
C 迷你封面	Mini Front Cover	210 x 282 mm	946,000	N/A	N/A
D 封面頂橫條(報頭下)	Front Page Top Banner (under Masthead)	265 x 60 mm	461,000	N/A	N/A
E 封面右長條(直)	Front Page Right Vertical Bar	50 x 282 mm	352,000	N/A	N/A
F 封面特長右上角	Front Page Elongated Right Ear Box	163 x 35 mm	352,000	N/A	N/A
G 封面右上角	Front Page Right Ear Box	110 x 35 mm	232,000	N/A	N/A
H 中央雙全版	Full Page Centre Spread	545 x 327 mm	810,000	N/A	N/A
第三/五版全版	Page 3/5, Full Page	265 x 327 mm	449,000	N/A	N/A
第七/九版全版	Page 7/9, Full Page	265 x 327 mm	384,000	N/A	N/A
封底全版	Back Cover, Full Page	265 x 327 mm	623,000	N/A	N/A
前半/指定位置	Front Half / Fixed Position	—	Plus 30% loading		
	Agency Commission	—	30%		

### 欄規格/Column Size

欄Column	1	2	3	4	5	6
闊度(毫米) Width(mm)	40	85	130	175	220	265

Tel / 電話 : (852) 3408 3730

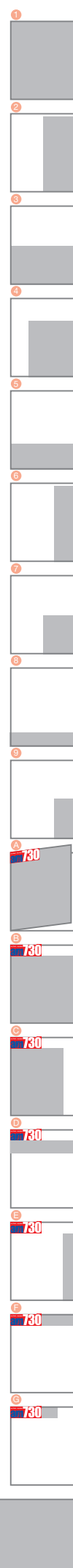
Sales Fax / 廣告傳真 : (852) 3408 3888

Address / 地址 : 10/F, Overseas Trust Bank Building, 160 Gloucester Road, Wan Chai, Hong Kong

香港灣仔告士打道160號海外信託銀行大廈10樓

Sales Hotline / 廣告熱線 : (852) 81 730 730

Email / 電郵 : sales@am730.com.hk



# ADVERTISING TERMS AND CONDITIONS

1. All advertising bookings must be accompanied by a space order, which must be signed by an authorized person of the Advertiser/Advertising Agency and chopped with the company's stamp. AM730 Media Limited ('am730') will not be bound by any terms or conditions printed or appeared on space order or copy instructions submitted by or on behalf of the Advertiser/Advertising Agency.
2. am730 reserves the right to reject, decline, or refuse to publish in whole or in part or to amend any material of any advertisement with or without prior notices or explanation to the Advertiser/Advertising Agency, wherever it considers necessary or desirable and whether or not such advertisement was previously acknowledged, accepted or published. am730 shall not be held liable for any loss or damage arising as a result of such non-publication or amendment as aforesaid and no compensation of any kind will be granted to Advertiser/Advertising Agency in the event of non-publication or amendment of the same. Moreover the Advertiser/Advertising Agency shall remain liable to am730 for the charges of such altered advertisements.
3. The Advertiser/Advertising Agency jointly and severally warrants that the advertisement submitted for publication does not contravene the laws of Hong Kong Special Administrative Region, People's Republic of China, does not infringe the copyright or other intellectual property right of any third person, business or corporation. The Advertiser/Advertising Agency further warrants that the advertisement does not contain any libelous or slanderous materials, does not invade anyone's privacy, nor contain any indecency or obscenity. The Advertiser/Advertising Agency warrants that it has the unrestricted right to use all trademarks, service marks, logos, graphics, portraits, photographs, pictures and artwork contained in the advertisement. Trade Descriptions (Unfair Trade Practices) (Amendment) Ordinance 2012 has become effective on 19 July 2013, the Advertiser/Advertising Agency has to warrant and undertake with am730 that the Advertisement will not provide/contain any incomplete, false, misleading or misleading omission information/description and bait advertising.
4. The Advertiser/Advertising Agency shall be solely responsible for the contents of the advertisement. The Advertiser/Advertising Agency shall jointly and severally indemnify and keep indemnified am730 on a full indemnity basis against all actions, proceedings, costs, damages, expenses, claims, demands and liabilities arising in any manner whatsoever from or in consequence of the publication of any material whatsoever supplied by the Advertiser/Advertising Agency under this agreement, without limitation, any claim or damage arising from any dispute concerning defamation, infringement of copyright or contravention of the laws of Hong Kong Special Administrative Region, People's of Republic of China.
5. am730 will use its best endeavors to publish the advertisement placed on the date specified by the Advertiser/Advertising Agency. However, it reserves the right to alter the date of publication without prior notice to or agreement by the Advertiser/Advertising Agency.
6. Advertising material for publication must reach the Advertising Department of am730 on or before the deadline as stipulated in the Rate Card. Late delivery of advertising material or cancellation of booking after the deadline will result in forfeiture of the space booked and the Advertiser/Advertising Agency shall be liable for full payment.
7. Advertiser/Advertising Agency shall not cancel orders for advertisement after the booking deadline stated in the Rate Card.
8. Advertising materials must conform to the production or quality specifications and any other requirement stipulated or referred to in the Rate Card. Materials submitted by the Advertiser/Advertising Agency which require exact processing will be subjected to extra charge.
9. am730 shall not be held responsible for any loss or damage of the supplied advertising materials and the Advertiser/Advertising Agency shall at its own expenses collect them at the office of am730 within one month after the publication of the advertisement, failing which am730 shall be entitled to destroy or dispose of them as it deems fit without any liability to the Advertiser/Advertising Agency.
10. All complaints or claims regarding advertisements published must be made in writing within 2 days from the date of publication of the advertisement with good causes to be stipulated therein. Late submission of claims will absolutely not be entertained by am730. The liability of am730 shall be limited to a maximum of repaying the Advertiser/Advertising Agency the charge of the relevant advertisement with no other compensations or damages.
11. In order not to confuse advertisements with editorial contents, the Advertiser/Advertising Agency shall insert the wording '廣告' when required by am730 and at the place and size as advised by am730.
12. The Advertiser/Advertising Agency shall pay am730 advertising fee upon placement of the relevant order to am730. Payment should be made by crossed cheque in favour of 'AM730 MEDIA LIMITED' in Hong Kong Dollars without any deduction or set-off.
13. The placing of an order for the insertion of an advertisement shall amount to an acceptance of the above Advertising Terms and Conditions by the Advertiser/Advertising Agency. No other terms and conditions other than those set forth herein shall be binding on am730 unless specifically agreed in writing by am730.
14. All bookings are subjected to pre-emption. Please refer to preemption policy.

## Front Cover Booking pre-emption policy

**A.** Normal Pre-emption-Front cover booking is subject to pre-emption by higher booking volume with maximum of 6 full pages booking within P1 to P9 including Mega front cover and back cover. Mega front cover plus 1 full page booking before P9 pre-empts Front Cover Booking. Mega front cover plus 2 full pages booking before P9 pre-empts the previous one. Pre-emption is determined by higher booking volume when 'new comer' buys up to 5 full pages within P1 to P9 (including Mega front cover) which is more than 'previous booked client'. Mega front cover with back cover pre-empts Mega front cover with P3. Loading charge is imposed on these pre-empted bookings except front cover.

**B.** Special Consecutive Package

i. When 'new comer' pre-empts Front Cover Booking by buying maximum of 6 full pages within P1 to P9 including Mega front cover and back cover, at least 30% loading charge will be imposed on all bookings except front cover. A higher loading percentage pre-empts lower one. Pre-emption will be determined by higher loading charge in such case. All confirmed bookings arose from such front cover pre-emption is non-cancellable and non-refundable;

ii. 'Previous front cover booked client' reserves the priority of Front Cover Booking if it fulfills clause (B)(i). Pre-emption single Mega front cover can pre-empt box ad on front cover plus P3;

iii. Front cover pre-emption deadline:

· 3 working days before issue date by 12:00 noon (Monday to Friday)

Advertisement Issued Day	Deadline for Pre-emption
Monday	Preceding Wednesday before 12:00 noon
Tuesday	Preceding Thursday before 12:00 noon
Wednesday	Preceding Friday before 12:00 noon
Thursday	Preceding Monday before 12:00 noon
Friday	Preceding Tuesday before 12:00 noon

iv. Front Cover Booking cancellation deadline: 6 working days before issue date;

v. Front Cover Booking cancellation penalty:

· The Advertiser/Advertising Agency shall pay am730 penalty amounting 50% of total cancelled booking ad value if the Advertiser/Advertising Agency cancel 50% or more of Front Cover Booking within a month.

vi. Ad position within P1 to P9 is subject to am730 chief editor's approval.

## Outside Back Cover Booking pre-emption policy

**A.** Normal Pre-emption-Outside Back Cover Booking is subject to pre-emption by higher booking volume;

**B.** Outside Back Cover Booking deadline:

· 3 working days before issue date by 12:00 noon (Monday to Friday) – refer to above deadline table.

## Normal Pre-emption policy

Single-digit page booking is subject to pre-emption by higher booking volume.

Remark : Maximum of 6 full pages booking within P1 to P9 and back cover is allowed per issue day. This special arrangement does not affect the pre-emption rules stated in Front Cover Booking pre-emption policy (B)(i).

### Booking and Material Deadline:

Booking Deadline : 3 working days before issue date\*

Digital File : 2 working days before issue date\*

### Material Specifications:

Digital file formats with color proof.

Illustrator file / Photoshop (CMYK/B&W)

TIFF, JPEG, EPS, PDF file (300 DPI)

All fonts in the file should be set with 'outline path'

### Material Transfer Methods:

-Email : traffic@am730.com.hk (file size<10MB)

-Upload to ftp1.am730.com.hk

### Color Proof:

Process Proof or Inkjet Proof on newsprint is acceptable for reference. Inkjet Proof is required to be printed by a color inkjet printer with color management system.

### Cancellation / Amendment Deadline:

Front or Back Page : 6 working days before issue date\*

Specified Position : 4 working days before issue date\*

Run of Page (ROP) : 3 working days before issue date\*

### 訂位及稿件截止日期

訂位：刊登前三個工作天\*

數碼檔案：刊登前兩個工作天\*

### 來稿規格（直接印刷）

數碼檔案製作須附帶彩色打印

Illustrator file / Photoshop (CMYK/B&W)

TIFF, JPEG, EPS, PDF file (300 DPI)

所有檔案內文字必須完成「外框筆劃」

### 傳遞方法

-電郵：traffic@am730.com.hk

(檔案小於10MB)

-上載至ftp1.am730.com.hk

### 彩色打稿

以新聞紙製作之四色油墨稿或噴墨稿均可接受作為參考之用。噴墨稿必須由具色彩管理功能的彩色打印機打印。

### 取消訂位 / 改期截止日期：

封面/底：刊登前六個工作天\*

特別版面：刊登前四個工作天\*

內頁：刊登前三個工作天\*

\*Not later than 6:00pm

\*下午6時前