



# ADVERTISING RATE CARD

## 廣告價目表

#02 Effective Time: Dec 2005

<b>RUN-OF-PAGE (ROP) 內頁</b>		<b>4 Colour</b>	
Full Page	全版	HK\$15,000	
Double Page Spread	雙全版	HK\$35,000	
Half Page (Horizontal/Vertical)	橫半版/ 直半版	HK\$8,000	
<b>SPECIAL POSITION 特別位置</b>			
Back Cover	封底	HK\$20,000	
Inside Front Cover	封面內頁	HK\$18,000	
Inside Back Cover	封底內頁	HK\$16,000	
Facing Inside Front Cover	面向封面內頁	HK\$18,000	
Facing Content Page	面向目錄內頁	HK\$18,000	
Inside Front Spread	封面雙全版	HK\$40,000	
Inside Back Spread	封底雙全版	HK\$32,000	
ADVERTORIAL	廣告特輯	ROP Rate +50%	
FREQUENCY DISCOUNT	刊登次數優惠	4 insertions	5%
		8 insertions	10%
		16+ insertions	15%
LOADING	指定位置附加費	Gross Rate +15%	
ADVERTISING AGENCY COMMISSION	廣告佣金	15%	

### Mechanical Specifications 稿件要求

Frequency	Monthly	
Paper Quality	Artspaper & Woodfree paper	
Booking Deadline	10 days prior to publication date	
Material Deadline	7 days prior to publication date	
Material Size	Ad Size	Trim Size (mm)
	Full Page	270(H) x 215(W)
	Half Page (Vertical)	270(H) x 107(W)
	Half Page (Horizontal)	135(H) x 215(W)

### Material File Request 稿件檔案要求

Color	CMYK
DPI	300
Text	All text must be converted into path/ outlined
Software (Mac)	Pagemaker (6.5), Illustrator (11.0), FreeHand (10.0), InDesign (3.0)
Software (PC)	InDesign (3.0)
Bleeding	5mm for bleeding margin on each side
Body Copy	Allow 5mm from gutter margin on each side

**Ad Enquiry Hotline: 3579 2781**

**Xpress**  
International Limited

Rm. 1C, 5/F, Blk. B, Mai Hing Ind. Bldg., 16-18 Hing Yip St., Kwun Tong, Kln. Fax: 3579 2780 Tel: 3579 2781  
九龍觀塘興業街16-18號美興工業大廈B座5樓1C室 傳真: 3579 2780 電話: 3579 2781