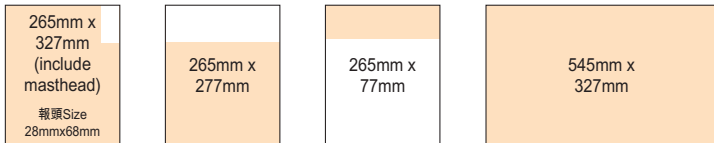
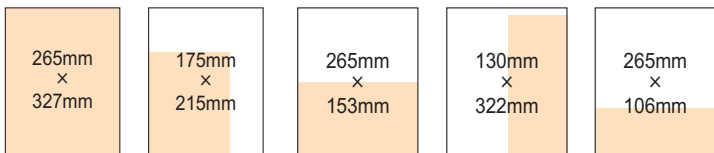


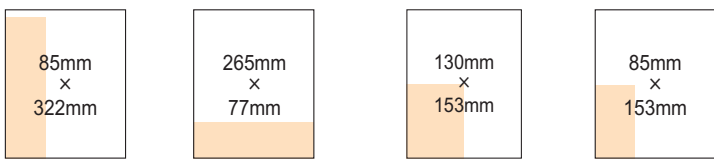
中產。生活  
全港第2大發行量



**A** Mega Front Cover 大封面  
**B** Front Cover 封面  
**C** Front Cover Top Banner (77mmH) 封面橫條  
**D** Centre Spread 中央雙全版



**1** Full Page 全版  
**2** Junior Page 小全版  
**3** Horizontal Half Page 橫半版  
**4** Vertical Half Page 直半版  
**5** 1/3 Horizontal 1/3橫版



**6** 1/3 Vertical 1/3直版  
**7** Horizontal Banner 橫條 (1/4 page)  
**8** Quarter Page 1/4版  
**9** 1/6 Page 1/6版

# Advertising Rate Card 廣告價目表 (HK\$)

Effective From Jan 2017 (No.6) 2017年1月起生效 (No.6)

Specified Position 指定位置	Material Size 尺寸(W×H)	Full Color 彩色	B/W + Red 黑白及套紅	B/W 黑白
<b>A</b> Mega Front Cover 大封面	265mm x 327mm (include masthead)	\$ 1,141,000	—	—
<b>B</b> Front Cover 封面	265mm x 277mm	\$ 1,021,000	—	—
<b>C</b> Front Cover Top Banner (77mmH) 封面橫條	265mm x 77mm	\$ 456,000	—	—
<b>D</b> Centre Spread 中央雙全版	545mm x 327mm	\$ 841,000	—	—
OBC 封底全版	265mm x 327mm	\$ 744,000	—	—
Page 3, Full page 第3頁全版	265mm x 327mm	\$ 480,000	—	—
Page 5, Full page 第5頁全版	265mm x 327mm	\$ 450,000	—	—
Page 7 / 9, Full page 第7 / 9頁全版	265mm x 327mm	\$ 420,000	—	—
Front Half / Fixed Position 前半 / 指定位置	—	Plus 30% loading	—	—

Run of Page 內頁	Material Size 尺寸(W×H)	Full Color 彩色		B/W + Red 黑白及套紅		B/W 黑白	
		Mon - Thur	Fri	Mon - Thur	Fri	Mon - Thur	Fri
<b>1</b> Full Page 全版	265mm x 327mm	\$ 319,000	\$ 349,000	\$ 286,000	\$ 311,000	\$ 253,000	\$ 275,000
<b>2</b> Junior Page 小全版	175mm x 215mm	\$ 202,000	\$ 222,000	\$ 183,000	\$ 200,000	\$ 164,000	\$ 179,000
<b>3</b> Horizontal Half Page 橫半版	265mm x 153mm	\$ 185,000	\$ 201,000	\$ 163,000	\$ 178,000	\$ 145,000	\$ 159,000
<b>4</b> Vertical Half Page 直半版	130mm x 322mm	\$ 177,000	\$ 194,000	\$ 158,000	\$ 171,000	\$ 138,000	\$ 150,000
<b>5</b> 1/3 Horizontal 1/3橫版	265mm x 106mm	\$ 139,000	\$ 152,000	\$ 127,000	\$ 138,000	\$ 114,000	\$ 123,000
<b>6</b> 1/3 Vertical 1/3直版	85mm x 322mm	\$ 134,000	\$ 146,000	\$ 120,000	\$ 130,000	\$ 105,000	\$ 115,000
<b>7</b> 1/4 Horizontal Banner 1/4版 (橫)	265mm x 77mm	\$ 103,000	\$ 114,000	\$ 93,000	\$ 100,000	\$ 82,000	\$ 90,000
<b>8</b> Quarter Page 1/4版	130mm x 153mm	\$ 95,000	\$ 103,000	\$ 83,000	\$ 91,000	\$ 75,000	\$ 81,000
<b>9</b> 1/6 Page 1/6版	85mm x 153mm	\$ 68,800	\$ 75,000	\$ 60,600	\$ 66,600	\$ 54,100	\$ 59,100
"Per Column cm 每厘米欄 *Minimum Booking Size: 2 col x 50mm	—	\$ 2,090	\$ 2,310	\$ 1,900	\$ 2,070	\$ 1,690	\$ 1,850

Column Size / 欄規格	2	3	4	5	6
Column / 欄	85	130	175	220	265
Width (mm) / 闊度	85	130	175	220	265

## Guidelines and Regulations 指引及規格

### General Terms

- Size: Full Page 327mm (H) x 265mm (W)
- For any specified positions, extra 30% loading will be charged
- Agency Commission of 15% is included in the rates
- Special creative is acceptable. Please dial our Advertising Hotline Tel No. 2880 2902 / 2880 2884 for details

### Booking and Material Deadline

- Booking deadline: Five (5) working days before the publishing date
- Creative artwork: Ten (10) working days before the publishing date
- Cancellation deadline: Five (5) working days before the publishing date
- Digital file: Two (2) working days before the publishing date
- Material deadline: One (1) working day before the publishing date

\* Sky Post reserves full rights on the Terms and Conditions

### Digital File Compatible Format

- Adobe Illustrator CS 5 or below
- Adobe InDesign CS 5.5 or below
- TIFF, JPEG, EPS Format (300DPI)

\*For all advertisements, bleed size will not be accepted.

### 一般條款

- 尺寸：全版327mm (高) x 265 mm (闊)
- 指定位置需30%附加費
- 15%之代理佣金已包括於價目內
- 歡迎度身訂造特別規格，詳情請致電廣告熱線電話 2880 2902 / 2880 2884

### 訂位及截稿日期

- 訂位期限：刊登前5個工作天
- 做稿期限：刊登前10個工作天
- 取消訂位期限：刊登前5個工作天
- 數碼檔案來稿期限：刊登前2個工作天
- 截稿期限：刊登前1個工作天

\*《晴報》就所有條款及細則擁有最終決定權

### 稿件要求格式

- Adobe Illustrator CS 5 或以下
- Adobe InDesign CS 5.5或以下
- TIFF, JPEG, EPS檔 (300DPI)

\*所有出血廣告不予接受

1. All advertisements are placed and all orders are accepted subject to the terms and conditions as hereinafter set out provided that Hong Kong Economic Times Limited trading as **HONG KONG ECONOMIC TIMES (HKET)** expressly reserves its right to amend, vary, replace or cancel any of such terms and conditions without prior notice to the advertiser and the advertiser is deemed to have express knowledge of and be bound by such amendment, variation, replacement or cancellation.
2. **HKET** reserves the right to reject, decline or refuse to publish in whole or in part or to amend any advertisement with or without notice to the advertiser it may from time to time at its sole discretion deem fit, and **HKET** shall not in any way be liable for any loss or damage arising as a result of such non-publication or amendment as aforesaid nor shall any refund of or deduction from the costs of the advertiser be granted in the event of such non-publication or amendment.
3. **HKET** shall not be liable for any loss, costs or expenses incurred by non-publication (including but not limited to non-publication attributable to strikes, lock-outs, mechanical or production difficulties or any other cause beyond the control of **HKET**). **HKET** shall not be responsible for any error in the insertion of or omission to insert the advertisement.
4. The submission of an advertisement constitutes a warranty by the advertiser to **HKET** that it has necessary authorities and permissions for the insertion thereof and that the advertisement or any part thereof or the publication of the advertisement does not in any way contravene, violate or constitute a breach of any laws of Hong Kong or any restrictions or prohibitions imposed by the relevant Government authorities or otherwise and the advertiser shall indemnify **HKET** in respect of any breach of this clause.
5. Postponement of any insertion in one order can only be accepted in writing on or before the material deadline, and that the insertion concerned must be realized within the forthcoming one year as from the original publication date. All postponed insertions will be charged on the revised rate, if any.
6. Late delivery of advertising material or non-compliance with cancellation / postponement deadline allowed will result in forfeiture of the space booked. The advertiser shall remain liable for the full cost thereof.
7. **HKET** reserves the right, at any time and for any reason, to decline any advertising copy and to cease further publication of any advertisement without rate charge to the advertiser.
8. The advertiser shall indemnify and keep indemnified **HKET** in respect of all losses, damages, costs and other expenses falling upon **HKET** as a result of legal actions or threatened legal actions arising directly or indirectly from the publication of an advertisement published in accordance with the instructions supplied by the advertiser.
9. For colour advertisement, colour separation positive films and colour proofs are required. For B/W advertisement, advertiser is recommended to send camera-ready artwork photoprint or positive films to ensure that the effect is completely up to their own idea and requirement. For Front Page Advertisement, “**PRE-EMPTION**” system will be applied.
10. Proofs are only available upon request provided that advertising material arrives **HKET** at least 3 weeks before the material deadline.
11. No responsibility is accepted for damage to the advertising material supplied for the purpose of an advertisement nor for any advertising material unclaimed three months after the publication date.
12. Order can only be cancelled by the advertiser by his giving a written notice to such effect to **HKET** within 2 weeks from the date the order is confirmed.
13. A fee equivalent to 50% of the advertising rate will be charged if notification of cancellation has passed the cancellation period allowed but before the expiry of the material deadline.
14. Any claims pursuant of these terms raised by the advertiser must be presented in writing within 48 hours after publication or date of agreed publication to the Deputy General Manager at **HONG KONG ECONOMIC TIMES**, 8/F., Kodak House II, 321 Java Road, North Point, HK and unless such claims shall have been received by **HKET** with the time limit as aforesaid, all claims by the advertiser pursuant to the terms and conditions hereof shall be deemed to have been waived by the advertiser.
15. Except where express written agreements on credit terms have been agreed for those who have opened credit account in **HKET**, all advertising invoices should be settled within 30 days from the date of the invoice. In other cases, payment should be made within the agreed credit terms. **AN OVERDUE ACCOUNT INTEREST OF 1.5% PER MONTH** calculated on a daily basis from the date of invoice (or expiry of the expressly period of credit terms agreed in writing as the case may be) will be charged to all overdue accounts.