

二〇〇六年三月一日生效《信報財經新聞》廣告價目表

HONG KONG ECONOMIC JOURNAL ADVERTISING RATES EFFECTIVE MARCH 1 ST 2006

		黑白 B/W	紅色 Plus Red	彩色 4-colour
Per square inch costing (HK Dollars) 商業廣告每平方吋收費 (以港幣計算)				
Front Page	封面	430	430	800
Next To Title Plate	報名旁位置廣告	700	-	1,380
Page 3/Back Page/Section Front	第三版 / 封底 / 插頁面版	310	350	660
R.O.P. (Run Of Paper)	內頁	160	200	380
Top Of The Page	頂位位置廣告	600	650	850
Specified Position	指定位置廣告	260	300	550
Vertical Full Column	企身通條廣告	200	240	460
Advertorial	新聞式廣告	300	350	570
Supplement	特輯廣告	190	230	430

Notice Advertisements 通告				
Notice Ad.	通告	268	308	450
Specified Position Notice Ad.	指定位置通告	410	450	660
Vertical Full Column Notice Ad.	企身通條通告	308	348	530
Notice Ad. Front Full Page	封面通告全版	157,800	157,800	228,800
Notice Ad. R.O.P. Full Page	內頁通告全版	80,400	92,400	135,000
Specified Position Notice Ad. Full Page	指定位置通告全版	123,000	135,000	198,000

Full Page Display Advertisements 全版商業廣告				
Front Full Page	封面全版	139,800	139,800	228,800
Page 3/Back Page/Section Front Full Page	第三版 / 封底 / 插頁面版全版	93,000	105,000	198,000
R.O.P. Full Page (21"H x 14"W)	內頁全版	52,800	64,800	114,000
Specified Position Full Page	指定位置全版	78,000	90,000	165,000
Full Page Spread (21"H x 29"W)	全版跨版	116,160	142,560	250,800
Specified Position Full Page Spread	指定位置全版跨版	171,600	198,000	363,000

Standard Sizes 商業廣告常用尺寸				
Horizontal Half Page (10 1/2"H x 14"W)	半版廣告 (橫)	28,800	36,000	68,400
Vertical Half Page (21"H x 7"W)	半版廣告 (直)	30,800	36,960	70,840
Half Page Spread (10 1/2"H x 29"W)	九格橫條跨版	69,120	86,400	164,160
Junior Page (14"H x 10"W)	十二格 10	23,040	28,800	54,720
Junior Page Spread (14"H x 21"W)	十二格 10 跨版	62,400	78,000	148,200
Quarter Page (10 1/2"H x 7"W)	九格 7	12,080	15,100	28,690

Minimum Size 最小面積			
Black & White Ad.:	5 sq. in.	黑白廣告:	5 平方吋
Plus Red Ad.:	25 sq. in.	套紅廣告:	25 平方吋
Four-colour/Additional Colour Ad.:	75 1/2 sq. in.	專色 / 彩色廣告:	75 1/2 平方吋
Front Page Ad.:	75 1/2 sq. in.	封面位置廣告:	75 1/2 平方吋
Specified Position Ad.:	25 sq. in.	指定位置廣告:	25 平方吋

廣告超過 15 格高或 11 吋闊，每平方吋加收港幣四十元。 Advertisement exceeding 15 column height or 11 inches in width must be paid a surcharge at HK\$40 per square inch.

信報財經新聞為香港特別行政區政府指定刊登法律性質廣告之有效刊物。
 Hong Kong Economic Journal is a Chinese language daily newspaper specified by the
 Hong Kong SAR Government to publish statutory notices/advertisements.

MECHANICAL DATA

Column Height in Inches (For Advertisement Material Use)

1 col.	1 1/8"	7 col.	8"	13 col.	15 1/8"
2 col.	2 1/4"	8 col.	9 1/4"	14 col.	16 1/4"
3 col.	3 3/8"	9 col.	10 1/2"	15 col.	17 1/2"
4 col.	4 1/2"	10 col.	11 5/8"	16 col.	18 5/8"
5 col.	5 3/4"	11 col.	12 3/4"	17 col.	19 3/4"
6 col.	7"	12 col.	14"	18 col.	21"

Standard Sizes

Full-page:	21"H x 14"W (18-column x 14"W) - refer to full-page rates otherwise charged at 300 square inches
Full-page Spread:	21"H x 29"W - charged at 2 x full-page rates plus 10% surcharge
Horizontal Half-page:	10 1/2"H x 14"W (9 full-column) - charged at 180 square inches
Vertical Half-page:	21"H x 7"W (7" vertical full-column) - charged at 154 square inches
Half-page Spread:	10 1/2"H x 29"W - charged at 360 square inches plus 20% surcharge
Junior-page:	14"H x 10"W (12-column x 10"W) - charged at 144 square inches
Junior-page Spread:	14"H x 21"W - charged at 300 square inches plus 30% surcharge
Quarter-page:	10 1/2"H x 7"W (9-column x 7"W) - charged at 75 1/2 square inches
1 Column Height:	Charged at 1.2 inches
1 Full-column:	Charged at 20 square inches
1" Vertical Full-column:	Charged at 22 square inches

Surcharge for Special Size

Ad. exceeding 15 Column Height	Surcharge at HK\$40.00 per square inch
Ad. exceeding 11 inches in Width	Surcharge at HK\$40.00 per square inch
Full-page Spread	Plus 10% surcharge
Half-page Spread	Plus 20% surcharge
Junior-page Spread	Plus 30% surcharge

Material Requirement

Black & White Advertisement:	Positive Film (100 line screen), emulsion side down
Four-colour Advertisement:	Positive colour-separated films (100 line screen), emulsion side down

Deadline

Material:	2 working days prior to publication date
Booking:	(Cancellation/Postponement) 2 working days prior to the date of insertion as specified in original booking order for black & white advertisements. 7 working days prior to the date of insertion as specified in original booking order for front page, four-colour or additional colour advertisement.

廣告簡章

- 1 本報保留拒絕或刪改廣告之權利而毋須作出任何解釋。
- 2 本報廣告部接收廣告訂位時間為星期一至星期六，每日上午九時至下午六時，廣告菲林片須於見報前兩天下午六時前交往報社。送稿人須得到報館簽收作實，接洽電話：2856 7662。
- 3 廣告來稿須書寫清楚，並註明廣告尺寸和刊登日期，且須有客戶簽名作實。本報保留批准廣告稿刊登之權利，修改廣告內容或停止刊登廣告均毋須進一步通知。對商業廣告，本報只接受廣告菲林片，如有印刷錯誤，損壞或遺失本報概不負責。
- 4 所有廣告如在訂位後更改刊登日期或停止刊登，必須在預定見報前兩個工作天通知(封面版廣告、彩色或專色廣告則須在刊期前七個工作天通知)。若不依期送廣告菲林，或不依照上述限期而臨時取銷或改期刊廣告，廣告費照收無誤。
- 5 廣告費須以港元付訖，廣告費收銀時例有本報正式收據，所有廣告一經本報收款後，如刊戶請求停刊，刊費概不退還，但可在一個月內移作刊登其它廣告之用。
- 6 廣告一經刊登，本報認許之廣告代理須於三十天內付費用，支票抬頭人請寫 ' HONG KONG ECONOMIC JOURNAL CO. LTD. '，非本報認可廣告公司及客戶則須於廣告刊登前預付廣告費。
- 7 鑑於封面版專作重要新聞報道之用，本報保留停刊封面全頁廣告或在其毗連的報頭插入重要新聞頭條的權利而毋須事先通知。本報信守客戶訂位要求，但不保證如期刊登，因突發新聞而未如期見報的廣告將在客戶所能接受的日期補刊，本報保留更改廣告訂位日期之權利而毋須事先通知。
- 8 本報提供排字服務與直接廣告客戶，由排字出現的錯誤恕不負責，此服務不包括分色、畫稿製作和正像菲林製作。廣告公司需提供完整畫稿或菲林片。
- 9 廣告面積以平方吋為單位，每條高度以一點二吋計算。與標準計算方法有別的是：本報全橫條廣告每條以二十平方吋計算，一吋闊企身通條廣告以二十二平方吋計。
- 10 封面全頁彩色廣告和封面全頁廣告分別較封面黑白全頁廣告和較細面積的廣告有優先刊登權者，行使封面彩色全頁優先刊登權者最少要在預定見報日前七個工作天知會，而一旦落實，不能更改或取消，否則廣告費照收無誤。

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TERMS AND CONDITIONS

- 1 The Publisher reserves the right to decline or to amend any advertisement without tendering any explanation.
- 2 Booking of advertising space is accepted from Monday to Saturday 9:00am to 6:00pm. Advertising material should be delivered to our office before 6:00pm two days prior to the date of inserting. Please call 28567662 for confirmation after delivery.
- 3 Advertisement copy must be legibly written by the advertiser with the size of the advertisement and the date of insertion endorsed by a signature. The Publisher reserves the right of approval on any advertising copy, making alteration in an advertisement and withholding publication without notice. For commercial advertisements, only positive film is accepted. The Publisher will not be responsible for any typographic errors if completed artwork is not supplied. No responsibility is assumed for damage to or loss of such materials.
- 4 Failure to deliver advertising material or non-compliance with quoted cancellation / postponement deadlines may incur forfeiture of the space booked and invoice at full cost.
- 5 All payments should be made in Hongkong dollars. Official receipt carrying the signature of an authorized official will be issued at the time of payment. No refund will be made in case of the withdrawal of advertisement but the amount of payment can contribute towards future placements published within one month.
- 6 Any accredited advertising agency should settle their accounts within 30 days on presentation of statement. Payment should be made by crossed cheque in favour of ' HONG KONG ECONOMIC JOURNAL CO. LTD. '. Advance payment shall be made by all non-accredited advertising agencies and advertisers prior to the publication date.
- 7 In the event of the front page being required for important news coverage, the Publisher reserves the right either to withdraw the front full page advertisement or to insert the headline of important news adjacent to the masthead without prior notice. The Publisher will adhere to advertisers' insertion orders but cannot guarantee insertion. Insertions suspended due to sudden rush of news will be made good on dates acceptable to the advertiser. The Publisher reserves the right to alter the date of insertion without prior notice.
- 8 A typesetting service will be provided for direct clients but the Publisher will not be responsible for errors arising therefrom. This service does not cover colour separation, artwork production and the making of positive films. Advertising agencies must provide completed artwork or positive film.
- 9 Advertising space is based on units of square inch. One column height is counted as 1.2 inches. Advertisement occupying a single full width column space is calculated at a total of 20 square inches and one inch width full vertical column space is calculated at a total of 22 square inches instead of the normal calculating method.
- 10 Four-colour full front page advertisement may pre-empt full front page Black / White advertisement and advertisement of smaller sizes respectively. Pre-emptive four-colour full front page advertisement will only be accepted at least 7 working days prior to publication and the pre-emptive advertisement contract will be non-cancellable and subject to no amendments; Otherwise, it will be invoiced at full cost.

H.K.E.J. is specified by Hong Kong SAR Government to publish statutory notices / Advertisements