



## ADVERTISING RATE CARD

Effective: 1 January 2018

Marketing Department    Tel: (852) 2515-8796    Fax: (852) 2556-1900

Colour	Position	Trim Size (L)mm x (W)mm 5mm bleeding on each side	Basic Rate (HK\$)
4-Colour	Full Page	257mm x 180mm	22,050
	Half Page	128.5mm x 180mm	15,225
	1/3 Page	85.7mm x 180mm	12,600
	1/4 Page	64.3mm x 180mm	10,500
	Inside Front	257mm x 180mm	28,350
	Inside Back	257mm x 180mm	25,200
	Back cover	257mm x 180mm	32,000

- Advertorial : 80% on the top of the advertising fee
- Advertising Agent Discount : less 15%
- Booking Deadline : 10<sup>th</sup> day of Every Month
- Cancellation Deadline : 14<sup>th</sup> day of Every Month
- Material Deadline : 16<sup>th</sup> day of Every Month
- Payment : Not later than 14 days from the date of invoice.  
(Cheque should be made to "Rightman Publishing Limited")

### General Terms and Conditions

1. Advertising space should be reserved only by a signed contract or an official insertion order. No cancellation or transfer of the advertisement will be accepted after the cancellation deadline.
2. Rightman Publishing Ltd (RPL), the advertising agent, reserves the right to decline, to omit, to suspend or to change, to amend any advertisement whenever it is deemed necessary with or without the notice to the Advertiser or the Advertising Agency.
3. RPL does not take responsibility for the loss of or damage to artwork or materials supplied for the purpose of an advertisement.
4. RPL does not take responsibility for any errors in the insertion nor the failure of putting any advertisements in a specified position on a scheduled date.
5. Advertisement materials should conform to the requirements of RPL. Materials needed extra processing are subject to an extra charge.
6. Late delivery of copy/artwork or non-compliance with specified cancellation deadlines will lead to the forfeiture of the booked space. The Advertiser or the Advertising Agency shall be liable for the full cost incurred therefore.
7. The Advertiser or Advertising Agency submitting the advertisement shall indemnify RPL in respect of costs, 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 RPL by the Advertiser or Advertising Agency.
8. RPL does not entertain any claim made by the Advertiser or Advertising Agency in respect of any error in the advertisement if such claim is made after fourteen days after the date of publication.
9. Payment of accounts for new Advertiser or Advertising Agency shall be fully made on the date of placing the order. Payment of account for the credit approved Advertiser or Advertising Agency shall be made not later than the fourteenth day from the date of invoice. Late payment will be charged overdue interest at the rate of prime plus 4% per annum.