



TRAVEL GUIDE BOOKS ADVERTISING RATE CARD

Effective: 1 January 2018

Marketing Department Tel: (852) 2515-8796 Fax: (852) 2556-1900 Email: sales@rightman.net

Book Name	Colour	Position	Trim Size (H) mm x (W) mm 5mm bleeding	Basic Rate (HK\$)			
東京旅遊全攻略	4-Colour	Front Gate Fold	210 x 98	25,000			
京阪神旅遊全攻略		Back Gate Fold	210 x 98	24,000			
台北宜蘭旅遊全攻略		First Page	210 x 148	29,000			
首爾旅遊全攻略		Last Page ROP	210 x 148 210 x 148	27,000 18,000			
東京近郊旅遊全攻略	4-Colour	Front Gate Fold	210 x 98	21,000			
九州旅遊全攻略							
沖繩旅遊全攻略							
北海道旅遊全攻略		Back Gate Fold	210 x 98	20,400			
Leisurely Tokyo							
曼谷旅遊全攻略		First Page	210 x 148	24,000			
布吉旅遊全攻略							
澳門珠海周末遊							
新加坡旅遊全攻略							
台中台南·南投花蓮旅遊全攻略							
高雄墾丁·台南台東旅遊全攻略							
上海旅遊全攻略					Last Page	210 x 148	22,800
北京旅遊全攻略							
廣州旅遊全攻略					ROP	210 x 148	15,000
深圳旅遊全攻略							
海南島旅遊全攻略							
香港行山全攻略							
離島遠足全攻略							
香港周末遊		4-Colour	Front Gate Fold	210 x 98	17,500		
台北飲食全攻略	Back Gate Fold		210 x 98	17,000			
	First Page		210 x 148	20,000			
	Last Page		210 x 148	19,000			
	ROP	210 x 148	12,500				
圖解·旅遊日語全攻略	4-Colour	ROP	182 x 128	13,000			
圖解·旅遊韓語全攻略							

- Advertorial/ Special write-up : Extra 60%up
- Fixed Position : Extra 50%
- Booking Deadline : T.B.C.
- Agency Discount : Less 15%
- Payment : Payment 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 booking deadline.
2. Rightman Publishing Ltd (RPL), the publisher, 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 and administration fee of HK\$3,000.
10. In case the Print Ad is similar to the content of the travel guide, the words "廣告" will be labeled on the top corner of the Print Ad.

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