



academyfocus

Advertising Rates 2005

academyfocus is the full-colour quarterly newsletter of the Hong Kong Academy of Medicine, which is issued to all Fellows of the Academy.

Page Ads	Size	4C or 2C	B/W
	Full page (A4)	HK\$8500	HK\$7500
	Half page	HK\$6500	HK\$5000
	Third page	HK\$5500	HK\$4000
	Quarter page	HK\$4500	HK\$3000
	For outer back page, add on 20%		

Insertions HK\$10000 for one loose insert of up to A5 final size (ready folded if necessary). Any increase in postage will be borne by the applying organisation.

Classified Ads HK\$600 per 30 words or part thereof
(Supplied text will be typeset by the Editorial Office)

Discounts 15% agency discount; 5% for 2 issues; 10% for 3 issues; 15% for 4 issues

Material requirements

Black and white ads require positive films; exact sizes needed; bleed available only for full-page ads. Alternatively, for B/W ads, a camera-ready good-quality black and white hard copy can be used and can be scaled to size.

Colour ads require one set of labeled right-reading colour-separated film positives, emulsion side down. Register marks should be visible, and a colour proof should be included.

All materials should be posted by registered mail or messenger/courier to the Editorial Office by the material deadline stated below; the Editorial Office will not be responsible for any error in insertion, omission, damage, or loss of any supplied material.

Advertising deadlines

Issue of publication	Booking deadline	Material deadline
Spring 2005	27 February 2005	12 March 2005
Summer 2005	28 May 2005	11 June 2005
Autumn 2005	31 August 2005	10 September 2005
Winter 2005	30 November 2005	10 December 2005

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