



## Advertising Rates

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

Page Ads	Size	4C	B/W
	Full page (A4)	HK\$9,000	HK\$7,900
	Half page	HK\$7,000	HK\$5,400
	Third page	HK\$6,000	HK\$4,300
	Quarter page	HK\$4,800	HK\$3,200
	For outer back page, add on 20%		

**Insertions** HK\$11,000 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.

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

### Material requirements

Advertisement files are accepted in .jpg / .tif / .ai / .indd format, with a resolution of 350 dpi or above. Files should be sent to a designated email address, upon approval of the advertisement request.

Trim size of full page advert: 210 mm width x 297 mm height (3 mm bleeding should be added on each side, with crop marks on all four corners).

All advertising enquiries should be addressed to:

The Managing Editor

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