



香港內科學會

THE SOCIETY OF PHYSICIANS OF HONG KONG

Advertising Booking Form for 2017

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The Society of Physicians
of Hong Kong website:

www.sophysianshk.org

The *Journal of the Society of Physicians of Hong Kong* is the official journal of the Society of Physicians of Hong Kong. It is a general medical journal circulated to 7,000 doctors including general practitioners and specialists, covering most doctors in private medical practice. The Journal is also posted on the website.

Size: 276 mm (h) x 206mm (w)

Colour: 4-color

Advertising Rate:

Table with 3 columns: Position of Advertisement, Medically related company, and Price. Rows include Inside front cover, Inside back cover, Outside back cover, Full page (ROP), Half page (ROP), and Quarter page (ROP).

Table with 2 columns: Issue and Selection. Rows list months from January to December 2017 with checkboxes.

Payment: Please make cheque payable to "The Society of Physicians of Hong Kong Co., Ltd." and mail to 27/F., OTB Building, 160 Gloucester Road, Wanchai, Hong Kong, Attn: Ms. Jessie Tam.

Advertiser's Information:

Contact Person: _____ Title: _____

Company: _____

Address: _____

Tel: _____ Fax: _____ E-mail: _____

Product or Service Advertised: _____

Signature & Chop: _____ Date: _____

Advertisement Size Specifications:

Trim size: 276 mm (h) x 206 mm (w)

Bleed size: 282 mm (h) x 212 mm (w)

(3 mm bleed allowance is included on all sides)

Digital Advertisement File Specifications:

The Journal of the Society of Physicians of Hong Kong is produced 100% computer-to-plate. Digital data is now the standard for all ad submissions. High-resolution PDF file is preferred but advertisements created using the following software are also accepted:

- Adobe Illustrator® 10.0 or later
- Adobe InDesign®
- Adobe Photoshop®

- All advertisements submitted must be accompanied by a digital colour proof that matches the supplied art/image, and is pulled from the same file.
• Files must be self-extracting archives if compression software is used.
• All files must be in CMYK format only (i.e. standard process colours).
• Adobe Photoshop® files must be saved as EPS or TIFF at a resolution no less than 300 dpi at actual printed size.
• All screen and printer fonts must be included, outlined or embedded (high-resolution PDF file).
• Total colour density must not exceed 300% with one solid only.

Digital Advertisement File Submission Deadline:

15th of the month prior to the month of your booking.