



Advertising Booking Form for 2018

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:

| Position of Advertisement | Medically related company |
|---------------------------|-------------------------------------|
| Inside front cover | HK\$19,000 <input type="checkbox"/> |
| Inside back cover | HK\$18,000 <input type="checkbox"/> |
| Outside back cover | HK\$20,000 <input type="checkbox"/> |
| Full page (ROP) | HK\$17,000 <input type="checkbox"/> |
| Half page (ROP) | HK\$10,000 <input type="checkbox"/> |
| Quarter page (ROP) | HK\$6,000 <input type="checkbox"/> |

| Issue: |
|---|
| <input type="checkbox"/> January 2018 |
| <input type="checkbox"/> March 2018 |
| <input type="checkbox"/> April 2018 |
| <input type="checkbox"/> May 2018 |
| <input type="checkbox"/> July 2018 |
| <input type="checkbox"/> September 2018 |
| <input type="checkbox"/> November 2018 |
| <input type="checkbox"/> December 2018 |

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.

GZGEWKG'EQO O K'VGG''

RTGUF GP V''
F t'Nco 'Vcv'Ej wpi .'Rcwr'
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XKEG'RTGUF GP V''
Rtqhguaqt'Vuapi 'Y cj 'Vcm'
M'ppgyj ''

J QP0UJETGVCT[''
F t'Ej cp'VcmJ kp''

J QP0VTGCUWGT''
Rtqhguaqt'Y qpi 'Ej wp'l w''
Dgplco kp''

EQO O K'VGG'O GO DGT''
Rtqhguaqt'Dt'kcp'Vqo r'puqp''

GFK'QTU''
F t'Cw'Y kpi 'l cp''

F t'Ej cp'Ej wp'l kp.'Lqj pp{' ''
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Rtqhguaqt'Ej cp'J kp'Ngg.'J gpt{' ''
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F t'Ej cp'VcmJ kp''
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F t'Ej gp'l k'Vkp''
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Rtqhguaqt'J wpi 'Hcp'P i ck'Kcp''
''

F t'Nco 'Vcv'Ej wpi .'Rcwr'
''

Rtqhguaqt'Ngwpi 'Y ckM'gwpi ''
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F t'P i 'Hq'qnl'J qpi ''
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F t'Vkp i '\ j cq'Y gk'Tqug''
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Rtqhguaqt'Dt'kcp'Vqo r'puqp''
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Rtqhguaqt'Vuapi 'Y cj 'Vcm'
M'ppgyj ''

Rtqhguaqt'Vug'J wpi 'Hv''
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Rtqhguaqt'Y qpi 'Ej k'Ucpi .''
O ct'kp''

Rtqhguaqt'Y qpi 'Ej wp'l w''
Dgplco kp''

F t'Y qpi 'M'kpi 'l cp.'O cwj gy''
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Vj g'Uqelgy' 'qhi'Rj { ulekp'u'
qhi'J qpi 'M'kpi 'y gdu'lg<''

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