



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. Christie Chan.

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.

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The Society of Physicians
of Hong Kong website:

www.sophysiashk.org