

**Advertising Booking Form for 2021**

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.

Advertising Rate:

Position of Advertisement	Advertising Fee	
Inside front cover	HK\$26,000	<input type="checkbox"/>
Inside back cover	HK\$24,000	<input type="checkbox"/>
Outside back cover	HK\$28,000	<input type="checkbox"/>
Full page (ROP)	HK\$22,000	<input type="checkbox"/>
Half page (ROP)	HK\$12,000	<input type="checkbox"/>
Quarter page (ROP)	HK\$6,000	<input type="checkbox"/>

Issue in 2021:	Theme	
January 2021	Gastroenterology	<input type="checkbox"/>
February 2021	Cardiology	<input type="checkbox"/>
March 2021	Rheumatology	<input type="checkbox"/>
April 2021	Endocrinology	<input type="checkbox"/>
May 2021	Respiratory	<input type="checkbox"/>
June 2021	Oncology	<input type="checkbox"/>
July 2021	TBC	<input type="checkbox"/>
August 2021	Obesity/ Endocrine	<input type="checkbox"/>
September 2021	Haematology	<input type="checkbox"/>
October 2021	Dermatology	<input type="checkbox"/>
November 2021	(Abstract Book)	<input type="checkbox"/>
December 2021	Infectious Disease	<input type="checkbox"/>

Advertiser's Information:

Contact Person: _____

Title: _____

Company: _____

Address: _____

Tel: _____ Fax: _____

E-mail: _____

Product or Service Advertised: _____

Signature & Chop: _____ Date: _____

Payment Method:

Please make cheque payable to "The Society of Physicians of Hong Kong Co., Ltd." and mail to 37/F., Citicorp Centre, 18 Whitfield Road, Causeway Bay, Hong Kong, Attn: Ms. Jessie Tam

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THE SOCIETY OF PHYSICIANS OF HONG KONG

香港內科學會

Specifications for Advertisers

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www.sophysicianshk.org

Advertisement Specifications:

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

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

(3 mm bleed allowance must be included on all sides)

Colour: 4-colour

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.

Contact Details:

Ms. Jessie Tam

Tel: 2155 8557

Fax: 2559 6910

Email: jessie.tam@mims.com