



THE SOCIETY OF PHYSICIANS OF HONG KONG

香港內科學會

EXECUTIVE COMMITTEE

PRESIDENT

Dr Lam Tat Chung, Paul
林達聰醫生

VICE PRESIDENT

Professor Tsang Wah Tak, Kenneth
曾華德教授

HON. SECRETARY

Dr Ma Tin Wei, Ada
馬天慧醫生

HON. TREASURER

Professor Wong Chun Yu, Benjamin
王振宇教授

COMMITTEE MEMBER

Dr Ting Zhao Wei, Rose
丁昭慧醫生

CHIEF EDITOR

Dr Wong King Yan, Matthew
黃敬恩醫生

EDITORS

Dr Au Wing Yan
區永仁醫生

Professor Chan Hin Lee, Henry
陳衍里教授

Professor Chan Lik Yuen, Henry
陳力元教授

Dr Myles Chan
陳普來醫生

Dr Chan Tak Hin
陳德顯醫生

Dr Chen Yi Tin
陳以天醫生

Professor Hung Fan Ngai, Ivan
孔繁毅教授

Dr Ho Hok Kung, Marco
何學工醫生

Dr Loo King Fan, Steven
盧景勳醫生

Dr Ng Kim Pong, Kenny
吳劍邦醫生

Dr Sze Chun Kin, Henry
施俊健醫生

Professor Tse Hung Fat
謝鴻發教授

Professor Wong Chi Sang, Martin
黃至生教授

Dr Wong Ching Han, Priscilla
王靜嫻醫生

Dr Wong Tin Yau, Andrew
黃天祐醫生

Dr Yuen Mae Ann, Michele
袁美欣醫生

Advertising Booking Form for 2023

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 2023:	Theme
February 2023	Paediatrics <input type="checkbox"/>
April 2023	Cardiology <input type="checkbox"/>
May 2023	Gastroenterology <input type="checkbox"/>
June 2023	Oncology <input type="checkbox"/>
July 2023	Endocrinology <input type="checkbox"/>
August 2023	Rheumatology <input type="checkbox"/>
September 2023	Respiratory <input type="checkbox"/>
October 2023	Haematology <input type="checkbox"/>
November 2023	Infectious Disease <input type="checkbox"/>
December 2023	Oncology <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



THE SOCIETY OF PHYSICIANS OF HONG KONG

香港內科學會

Specifications for Advertisers

EXECUTIVE COMMITTEE

PRESIDENT

Dr Lam Tat Chung, Paul
林達聰醫生

VICE PRESIDENT

Professor Tsang Wah Tak, Kenneth
曾華德教授

HON. SECRETARY

Dr Ma Tin Wei, Ada
馬天慧醫生

HON. TREASURER

Professor Wong Chun Yu, Benjamin
王振宇教授

COMMITTEE MEMBER

Dr Ting Zhao Wei, Rose
丁昭慧醫生

CHIEF EDITOR

Dr Wong King Yan, Matthew
黃敬恩醫生

EDITORS

Dr Au Wing Yan
區永仁醫生

Professor Chan Hin Lee, Henry
陳衍里教授

Professor Chan Lik Yuen, Henry
陳力元教授

Dr Myles Chan
陳普來醫生

Dr Chan Tak Hin
陳德顯醫生

Dr Chen Yi Tin
陳以天醫生

Professor Hung Fan Ngai, Ivan
孔繁毅教授

Dr Ho Hok Kung, Marco
何學工醫生

Dr Loo King Fan, Steven
盧景勳醫生

Dr Ng Kim Pong, Kenny
吳劍邦醫生

Dr Sze Chun Kin, Henry
施俊健醫生

Professor Tse Hung Fat
謝鴻發教授

Professor Wong Chi Sang, Martin
黃至生教授

Dr Wong Ching Han, Priscilla
王靜嫻醫生

Dr Wong Tin Yau, Andrew
黃天祐醫生

Dr Yuen Mae Ann, Michele
袁美欣醫生

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: 2116 4320

Fax: 2559 6910

Email: jessie.tam@mims.com