

Rate Card

價目卡

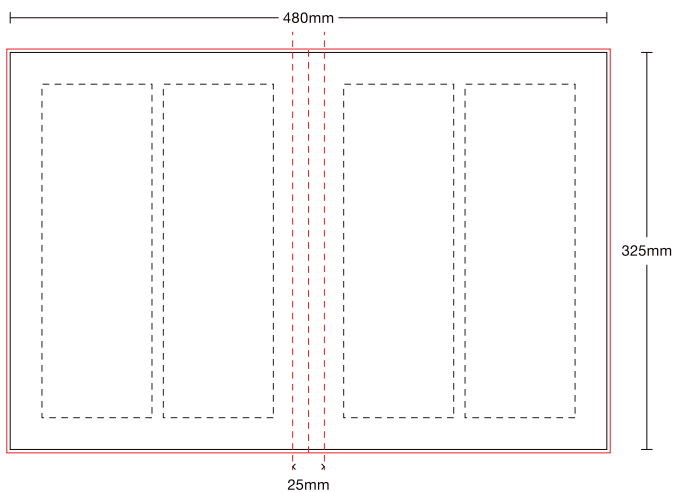
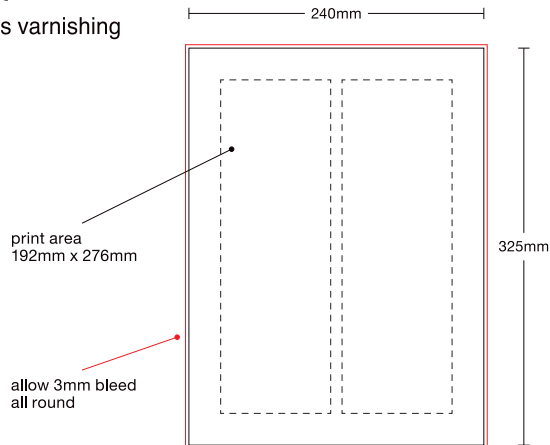
TECHNICAL SPECIFICATION

Cover weight

310 gsm with gloss lamination

Paper weight

128 gsm gloss varnishing



MECHANICAL REQUIREMENTS 稿件要求

- Only digital files are accepted.
只接受電子稿件。
- Supply all material as press quality PDF files.
(PDF/X1A or Press Quality PDF)
稿件必需為高質量打印PDF檔案。
(PDF/X1A 或 Press Quality PDF)
- All ads will be produced in four colour process only.
All RGB, PMS or spot colours must be converted to CMYK.
廣告以CMYK四色印刷，所有RGB、PMS或專色必需轉為
CMYK 格式。
- Images must be at 300dpi and embedded and text must
be converted to outline.
影像大小需為300dpi，需內嵌及將字轉成圖像。
- Please note that the file content remains the
responsibility of the sender, *Black Type* will not accept
responsibility for the final printed result.
提交者需對檔案內容負責，《桂冠》不會就最終印刷結果負責。

MATERIAL SUBMISSION 稿件提交

All material can be submitted by email to sales@black-type.com.hk

or via ftp server. Please contact sales@blacktype.com.hk
for ftp details.

請把稿件電郵至 sales@blacktype.com.hk 或透過 FTP 伺服器提交。
伺服器詳細請電郵 sales@blacktype.com.hk 查詢。

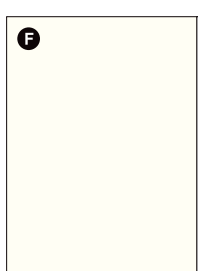
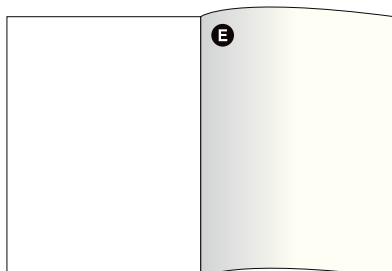
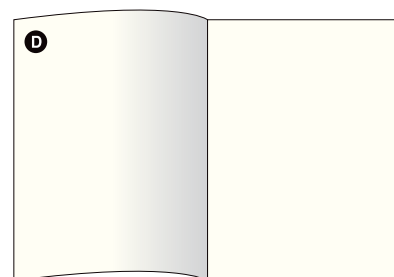
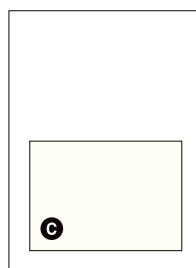
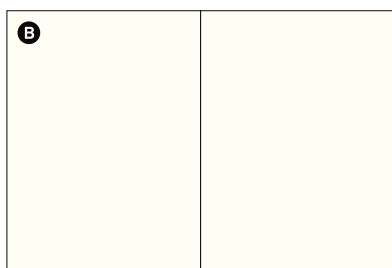
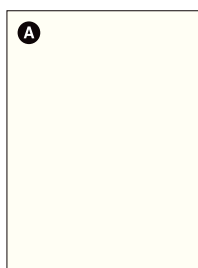
TERMS & CONDITIONS

- The Publisher reserves the right to accept or decline advertisement material.
- Advertisements are only accepted on the condition that the advertiser warrants that the advertisement does not in any way contravene any applicable law or regulation and is not illegal or defamatory.
- Frequency discounts are given only on the understanding that the entire series appears. Failure to complete the series renders the advertiser liable to pay the full advertisement rate for all advertisements published.
- Frequency discounts must be discussed directly with the Publisher or advertising consultant.
- Payments for advertising shall be made within 30 days from date of publication, payable to Black Type Equine Communications Ltd.
- Cancellation orders must be received by Black Type Equine Communications Ltd. (in writing) no less than 60 days prior to the scheduled publication date to enable the Publisher to cancel insertions without penalties to advertisers and their agents.
- The Publisher reserves the right to charge the advertiser, or their agent, the full rate card cost of the advertisement cancelled at less than 60 days notice prior to the scheduled publication date.

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價目卡

(size in mm)	A FULL PAGE 全版	B DOUBLE PAGE SPREAD 雙跨版	C HALF PAGE 半版	D INSIDE FRONT COVER DPS 雙跨版封面內頁	E INSIDE BACK COVER 封底內頁	F BACK COVER 封底
Trim 稿件尺寸	240 W x 325 H	480 W x 325 H	-	480 W x 325 H	240 W x 325 H	240 W x 325 H
Bleed 出血尺寸	246 W x 331 H	486 W x 331 H	-	486 W x 331 H	246 W x 331 H	246 W x 331 H
Type area 文字位置	192 W x 276 H	384 W x 276 H	192 W x 138 H	-	-	-
Gross 價目	HKD\$84,000	HKD\$118,750	HKD\$62,500	HKD\$146,000	HKD\$112,500	HKD\$167,000



TECHNICAL DATA

Cover weight

310 gsm with gloss lamination

Paper weight

128 gsm gloss varnishing

* It is inadvisable to place any critical information in the area 10mm each side of the gutter.
Please DO NOT divide DPS artwork or duplicate any part of the image as this is taken care of at the press.
備註:強烈建議請勿將任何關鍵性的資料置於頁面邊緣的10mm內。
請勿將雙跨版的版面分開或因版面分割而複製任何圖像部分。

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