



Advertising Booking Form for 2011

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The Society of Physicians of Hong Kong website: www.sophysicianshk.org

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 in Hong Kong – including general practitioners and specialists, covering most doctors in private medical practice.

Size: 276 mm (h) x 206mm (w)

Colour: 4-color

Advertising rate:

Table with 2 columns: Ad position, Medically related company. Rows include Inside front cover, Inside back cover, Outside back cover, Full page (ROP), Half page (ROP), Quarter page (ROP).

Table with 1 column: Issue. Rows include January 2011, March 2011, May 2011, July 2011, September 2011, November 2011, December 2011.

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.

Advertiser's information:

Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_
Company: \_\_\_\_\_
Address: \_\_\_\_\_
Tel no: \_\_\_\_\_ Fax: \_\_\_\_\_ e-mail: \_\_\_\_\_
Product or service advertised: \_\_\_\_\_
Signature & chop: \_\_\_\_\_ Date: \_\_\_\_\_

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Ad 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 ad 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 ads created using the following software are also accepted:

- Adobe Illustrator® 10.0 or later
- Adobe InDesign®
- Adobe Photoshop®

- All ads 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.
• Each submission must be clearly indicated with the content, name(s) of application(s), version(s), filenames and description.