



Advertising Booking Form for 2012

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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:

Ad position	Medically related company
Inside front cover	HK\$15,000 <input type="checkbox"/>
Inside back cover	HK\$13,000 <input type="checkbox"/>
Outside back cover	HK\$17,000 <input type="checkbox"/>
Full page (ROP)	HK\$12,000 <input type="checkbox"/>
Half page (ROP)	HK\$7,200 <input type="checkbox"/>
Quarter page (ROP)	HK\$4,200 <input type="checkbox"/>

Issue:
<input type="checkbox"/> January 2012
<input type="checkbox"/> March 2012
<input type="checkbox"/> May 2012
<input type="checkbox"/> July 2012
<input type="checkbox"/> September 2012
<input type="checkbox"/> November 2012
<input type="checkbox"/> December 2012

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.

The Society of Physicians of Hong Kong website: [www.sophysicianshk.org](http://www.sophysicianshk.org)