



會 學 醫 港 香
The Hong Kong Medical Association

FOUNDED IN 1920-INCORPORATED IN 1960 AS A COMPANY LIMITED BY GUARANTEE
MEMBER OF WORLD MEDICAL ASSOCIATION AND CONFEDERATION OF MEDICAL ASSOCIATIONS IN ASIA & OCEANIA

Duke of Windsor Social Service Building, 5th Floor, 15 Hennessy Road, Hong Kong
E-mail: hkma@hkma.org Home Page: <http://www.hkma.org>
Tel. No.: 2527 8285 (6 lines) Fax: (852) 2865 0943

香港軒尼詩道十五號
溫莎公爵大廈五樓

The Hong Kong Medical Association News

The **Hong Kong Medical Association News** is the only publication that carries the following information to over 10,000 members of the Association:

- ◆ Articles on current medical issues
- ◆ News on medical services and seminars
- ◆ Insights on development of the health delivery systems
- ◆ Advice on medical ethics and practices
- ◆ Reports and announcements on membership facilities and services
- ◆ Opinion surveys on medical and related issues
- ◆ Advertisements such as vacancies, offices available, etc.

Readers of the HKMA News are mainly registered medical practitioners, including private practitioners, doctors working in the Government departments, University Clinical Units as well as those in the private and public hospitals. The readership is, therefore, a prime target for advertiser of:

- Pharmaceutical products
- Medical and surgical equipment
- Medical and related support services provider
- Medical manpower recruitment
- Insurance and income protection schemes
- Travel and leisure services
- Consumer goods
- All other products and services related to the medical profession

Conditions / Terms

1. Please submit the ad layout in compliance with required specification by e-mail to hkmanews@hkma.org for the Editorial Board's approval.
2. The HKMA News Editorial Board of the Hong Kong Medical Association (the Association) shall have full discretion to the acceptance of any advertisement.
3. Payment must be settled upon confirmation of order. Cancellation of order after the booking deadline will not be accepted. Otherwise the advertiser or his agent is liable to compensate the Publisher for all financial losses arising from the cancellation.
4. The Association will not be held responsible for any claim resulting from the failure of any advertisement to appear, or from any other cause whatsoever.

General Guidance

Circulation	>10,000 members
Booking Deadline	1st of each month
Publishing Date	25th of each month
**Duly completed Ad Order Form together with cheque payable to " <i>The Hong Kong Medical Association</i> " should reach the HKMA Secretariat by booking deadline.	

For further information and booking of advertising space, please contact:

Tel: 3108 2520 / 2527 8941 Fax: 2865 0943 E-mail: hkmanews@hkma.org

Address: Duke of Windsor Social Service Building, 5th Floor, 15 Hennessy Road, Hong Kong



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Rate Card & Order Form

I) Display Ad in HKMA News

Size	Basic Rates (<i>Negotiable rates for special position</i>)	
	4-colour	Black & White
Full page <i>Trim Size: 210mm(W) x 285mm(H)</i> <i>Bleed Size: 220mm(W) x 295mm(H)</i>	<input type="checkbox"/> HK\$13,000 × () issue(s)	<input type="checkbox"/> HK\$10,800 × () issue(s)
Half page <i>Trim Size: 185mm(W) x 126mm(H)</i> <i>Bleed Size: N/A</i>	<input type="checkbox"/> HK\$9,500 × () issue(s)	<input type="checkbox"/> HK\$7,100 × () issue(s)
Quarter page <i>Trim Size: 93mm(W) x 126mm(H)</i> <i>Bleed Size: N/A</i>	<input type="checkbox"/> HK\$6,800 × () issue(s)	<input type="checkbox"/> HK\$6,000 × () issue(s)

File Format : AI/EPS/PDF/JPG (All fonts and images should be embedded and outlined.)
Color Mode : CMYK **Resolution :** 300dpi or above
(*File not in compliance with the required specification will be additionally charged HK\$300.*)

II) Loose Leaf Insert (*Send with HKMA News*)

Non-profit making	<input type="checkbox"/> HK\$21,000 × () issue(s)
Charity	<input type="checkbox"/> HK\$13,500 × () issue(s)
Remarks: <i>Size: 210mm x 293 mm; Paper: 105g Matt Art Paper</i> <i>Rates quoted above are inclusive of postage and handling charges only.</i>	

III) HKMA Website Online Ad

Banner (Size: 210 × 80 pixels)	<input type="checkbox"/> HK\$23,000 × () issue(s)
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** Debit Note will only be provided upon request.

Receipt required

Publishing Issue(s)

- January March May July September November
 February April June August October December

Discount (*Only one discount at a time can apply to a single order*)

- Agency Commission** 15%
 Volume Discount 15% for 3 insertions / 17.5% for 4 insertions or more
 News + Website 10%

Advertiser _____ **Contact Person** _____

Address _____

Telephone _____ **E-mail** _____

Authorized Signature _____