



Advertising Rate Card & Specifications

廣告價目表及規格

Precisely Target 3,000 Industry Leaders Unbeatable Gateway to your Commercial Clients

精準傳達3,000行業領袖 接觸工商客戶不二之選



15% off discount for FHKI members
工總會員可享有八五折優惠



Phone 電話 : 2732 3188
Email 電郵 : ad@fhki.org.hk



Hong Kong Industrialist 《香港工業家》

Position & size 位置及大小	1 issue 1期	2 issues 2期	4 issues 4期
Outside back cover 封底	19,800	35,600	67,200
Inside front cover 封面內頁	17,800	32,000	60,400
First page 首頁	16,800	30,200	56,800
Inside back cover 封底內頁	15,800	28,400	53,600
Double page spread 雙頁	26,800	48,200	90,800
Full page 全版	14,800	26,600	50,000
Half page 半版	10,800	19,600	36,000
Advertorial (4 pages) 特稿 (4頁)	To be confirmed based on content 視乎內容而定		

Advertising Requirements 廣告規格

Format 檔案格式	JPG, TIF, PDF, PSD, AI
Resolution 檔案解像度	300 dpi
File size 檔案大小	< 15 MB
Colour 色彩模式	CMYK
Font & image 字體、圖像格式	All fonts and images must be embedded 所有字體和圖像必須嵌入格式內
Trim size 裁剪呎寸	Full page 全版 210mm x 285mm Half page 半版 210mm x 143mm
Bleed size 出血呎寸	Full page 全版 220mm x 295mm Half page 半版 220mm x 153mm
Booking deadline 預訂限期	18 th prior to the publication month 出版月份前18號
Material deadline 稿件限期	20 th prior to the publication month 出版月份前20號

FHKI Website Banner 工總網站橫額

	1 month 1個月	3 months 3個月	6 months 6個月
Total amount 總額	6,800	18,000	33,600
Per month 每月	6,800	6,000	5,600

Pixel size 圖像尺寸	1280 X 720
Format 檔案格式	JPG, PNG
File size 檔案大小	< 1 MB
Hyperlink 超連結	One landing URL for one banner 每個橫額連結至一個網址
Booking & Material Deadline 預訂及稿件限期	1 week in advance 至少於一星期前

FHKI eDM Banner 工總電郵推廣橫額

eDM Banner 廣告橫額	5,000
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Pixel size 圖像尺寸	700 X 218
Format 檔案格式	JPG, PNG
File size 檔案大小	< 1 MB
Hyperlink 超連結	One landing URL for one banner 每個橫額連結至一個網址
Booking Deadline 預訂限期	2 weeks in advance 至少於兩星期前
Material Deadline 稿件限期	Preceding Friday of the week 星期五
Publishing Date 出版日期	Every Wednesday 逢星期三

TERMS & CONDITIONS 條款及細則

(1) FHKI reserves the right to decline any advertisement. (2) Please make any cheque payable to "Federation of Hong Kong Industries". (3) Signed advertising contracts cannot be cancelled. (4) FHKI will use the initial advertisement artwork in case no new artwork is received before the next submission deadline stated in the contract. (5) FHKI shall not be responsible for any error in advertisement. (6) For any contract placed prior to any announcement of new rates, the prices stipulated in such contract will remain valid for the duration of contract.

(1) 工總擁有拒絕刊登任何廣告之權利。(2) 支票抬頭請寫「香港工業總會」。(3) 廣告合約一經訂立，不可撤回。(4) 在廣告合約訂明之下次遞交限期前，如工總仍未收到客戶提供新廣告，將繼續使用最初提交之廣告。(5) 廣告如有錯誤，工總恕不負責。(6) 任何新廣告價格公佈前訂立之廣告合約，可於合約有效期間內按合約價格收費。