2018 ANNUAL REPORT

Advertisement Rate Card

Circulation
- 2,000 cps

Readers
- HKRMA members & associates
- Key government officials and departments
- Public bodies
- Educational institutions
- Trade bodies
- Retail related entities
- Guests of HKRMA 2017 Annual Dinner
- Members of the Federation of Asian-Pacific Retailers Association (FAPRA)

Important Reference
- The Chairman’s Report
- Legislative Issues
- HKRMA’s Year-round Programmes and Activities
- Reports of Various Sub-Committees

CLICK HERE TO RESERVE ADVERTISING SPACE NOW!
Enquiry: Ms Peggy Ng 2866 8311

Booking Deadline: 31 October 2018
**HKRMA 2018 Annual Report Advertisement Price and Size**

Booking Deadline: 31 October 2018  
Artwork Deadline: 2 November 2018  
Enquiry: 2866 8311 Ms. Peggy Ng  
Fax: 2866 8380  
Email: event@hkrma.org

<table>
<thead>
<tr>
<th>Options (Colour)</th>
<th>No. of Insert available</th>
<th>Unit Price</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>(A) Spread Pages</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. Premium Spread Page (4 pages)</td>
<td>1 Available</td>
<td>$56,000</td>
</tr>
<tr>
<td>2. Premium Spread Page (3 pages)</td>
<td>1 Available</td>
<td>$45,000</td>
</tr>
<tr>
<td>3. Premium Centre Spread + 1 Bottom Banner Advertisement on 1 issue of HKRMA Monthly e-Newsletter (Specification: 739W x 90H)</td>
<td>3 Available</td>
<td>$31,000</td>
</tr>
<tr>
<td>4. Spread</td>
<td>Available</td>
<td>$20,000</td>
</tr>
<tr>
<td><strong>(B) Cover Pages</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5. Inside Front Cover Spread (3 pages)</td>
<td>BOOKED</td>
<td>$60,000</td>
</tr>
<tr>
<td>6. Next to Inside Front Cover</td>
<td>BOOKED</td>
<td>$18,500</td>
</tr>
<tr>
<td>7. Back Cover</td>
<td>1 Available</td>
<td>$27,500</td>
</tr>
<tr>
<td>8. Inside Back Cover</td>
<td>BOOKED</td>
<td>$18,500</td>
</tr>
<tr>
<td>9. Next to Inside Back Cover</td>
<td>1 Available</td>
<td>$16,500</td>
</tr>
<tr>
<td><strong>(C) ROP</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10. Full Page</td>
<td>Available</td>
<td>$11,000</td>
</tr>
<tr>
<td>11. Half Page</td>
<td>Available</td>
<td>$6,500</td>
</tr>
</tbody>
</table>

**Remark**
- Reservation will be made on first-come, first-served basis.
- For Premium Spread Page in 4 pages/3 pages (option 1&2), 2 inserts are available for booking and each insert will be placed before each batch of advertisement.
- The ROP advertisements will be divided into 2 batches. For bulk advertisers, advertisements will be placed according to the total value and next by alphabetical order of company name. The rest of ROP advertisements will be placed according to size, i.e. from full page to half page; and each type will be arranged by alphabetical order of company name.
- Please kindly note that your contact information will be provided to HKRMA's production house CD Concept for follow up action.
- No cancellation will be accepted after placement of the advertisement.
- HKRMA reserves the right of final decision on all matters related to the 2018 Annual Dinner advertisement.
Payment
- Full payment of the advertisement fee with cheque payable to “Hong Kong Retail Management Association Limited” has to be made to HKRMA within 3 weeks upon receipt of the completed order form by HKRMA.
- Please send the cheque to HKRMA, 7/F., First Commercial Building, 33-35 Leighton Road, Causeway Bay, Hong Kong, together with the signed order form.

Artwork Specification (Material deadline: 2 November 2018)
- Preferred format for printing is Adobe Illustrator CS4 or below, InDesign CS4 or below or HIGH RESOLUTION PDF.
- All fonts are converted to outlines.
- Linked Graphics - Be sure to include or embed all of your placed / imported images when you send your artwork.
- All images must be in CMYK color.
- Artwork resolution is at least 300 dpi.
- Include “bleed” area with your artwork, normally 3mm for each side.
- Please send artwork design to: Ms. Peggy Ng, HKRMA | event@hkrma.org | Tel: 2866 8325

Advertisement Size

Options (Colour) | Trim Size | Bleed Size
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(A) Spread Pages
1. Premium Spread Page (4 pages) 280mmH x 605mmW (page 1-3) 286mmH x 611mmW (page 1-3)
   280mmH x 195mmW (page 4) 286mmH x 201mmW (page 4)
2. Premium Spread Page (3 pages) 280mmH x 400mmW (page 1-2) 286mmH x 406mmW (page 1-2)
   280mmH x 195mmW (page 3) 286mmH x 201mmW (page 3)
3. Premium Centre Spread + 1 Bottom Banner Advertisement on 1 issue of HKRMA Monthly e-Newsletter 280mmH x 410mmW 286mmH x 416mmW
   Online adv specification: 739W x 90H
4. Spread 280mmH x 410mmW 286mmH x 416mmW

(B) Cover Pages
5. Inside Front Cover Spread (3 pages) 280mmH x 190mmW (page 1) 286mmH x 196mmW (page 1)
   280mmH x 395mmW (page 2-3) 286mmH x 401mmW (page 2-3)
6. Next to Inside Front Cover 280mmH x 205mmW 286mmH x 211mmW
7. Back Cover 280mmH x 205mmW 286mmH x 211mmW
8. Inside Back Cover 280mmH x 205mmW 286mmH x 211mmW
9. Next to Inside Back Cover 280mmH x 205mmW 286mmH x 211mmW

(C) ROP
10. Full Page 280mmH x 205mmW 286mmH x 211mmW
11. Half Page 125mmH x 180mmW no bleed allowed
Option 1:
Premium Spread Page (4 pages): $56,000

Option 2:
Premium Spread Page (3 pages): $45,000

Option 3:
Inside Front Cover Spread (3 pages): $60,000 (Page 1-3)
Option 3:
Bottom Banner Advertisement of Monthly e-Newsletter

Specification:
739W x 90H