

**SURVEYORS TIMES** is the official monthly newsletter of the Hong Kong Institute of Surveyors and is circulated free of charge to all its members and VIP readers in Hong Kong and the Mainland. As at May 2008, the total circulation is 7,500 copies.

### **ADVERTISING**

(I) Education\*\*

- Full page 4-colour (210mm w x 286mm h) trim size add 3mm on each side  
HK\$5,500
- Full page b&w (210mm w x 286mm h) trim size add 3mm on each side  
HK\$5,000
- Half page 4-colour (183mm w x 120mm h)  
HK\$3,800
- Half page b&w (183mm w x 120mm h)  
HK\$3,400
- 1/4 page 4-colour (87.8mm w x 120mm h)  
HK\$2,000
- 1/4 page b&w (87.8mm w x 120mm h)  
HK\$1,800

(II) Recruitment ads (surveying related vacancies)

- Full page 4-colour (210mm w x 286mm h) trim size add 3mm on each side  
HK\$5,000
- Full page b&w (210mm w x 286mm h) trim size add 3mm on each side  
HK\$4,500
- Half page 4-colour (183mm w x 120mm h)  
HK\$3,500
- Half page b&w (183mm w x 120mm h)  
HK\$3,000
- 1/4 page 4-colour (87.8mm w x 120mm h)  
HK\$2,500
- 1/4 page b&w (87.8mm w x 120mm h)  
HK\$2,000

(III) Others (refer to all organizations other than defined in (I) & (II) above)

- Full page 4-colour (210mm w x 286mm h) trim size add 3mm on each side  
HK\$8,500
- Full page b&w (210mm w x 286mm h) trim size add 3mm on each side  
HK\$7,500
- Half page 4-colour (183mm w x 120mm h)  
HK\$6,000
- Half page b&w (183mm w x 120mm h)  
HK\$5,000
- 1/4page 4-colour (87.8mm w x 120mm h)  
HK\$3,000
- 1/4page b&w (87.8mm w x 120mm h)  
HK\$2,500

**Advertising Information and Policy**

Prices:	all prices are exclusive of design, layout, artwork and film making
Screen line:	175dpi
Films:	film positive emulsion side down with progressive proof for matching
e-files:	iff, gif, eps, ai format subject to confirmation
Publication:	22 <sup>nd</sup> day of each calendar month
Booking:	15 <sup>th</sup> day of month preceding publication month
Films:	1 <sup>st</sup> day of publication month
Discount:	(booking made in one contract and fulfilled in 1 calendar year from contract signing date) 3x less 10% 6x less 15% 9x less 20% 12x less 25%
Ad Agency:	15% agency commission on nett price applicable to accredited advertising agencies
Payment:	30 days unless otherwise agreed
Policy:	The Hong Kong Institute of Surveyors reserves the right to accept or refuse any advertising materials submitted.
Enquiry:	Please call Ms Liza Ho on (852) 2526 3679 or email: <a href="mailto:lizaho@hkis.org.hk">lizaho@hkis.org.hk</a>

\*\* Refers to: HKU & SPACE, CITY U & SCOPE, HKPU & SPEEED & CYBER U, HKBU, the Hong Kong Management Association and members of the Federation for Continuing Education in Tertiary Institutions on events solely organized by itself; joint institute events.