



# ADVERTISING RATE CARD No.19

## EFFECTIVE ( 1<sup>st</sup> April, 2011 )

### MAIN NEWS SECTION (SECTION A)

(RATES QUOTED IN HK DOLLARS)

Size	B/W	B/W+Red	Colour
Per Col. Centimeter	345	414	598
Full Page	159,500	183,700	253,000
Half Page Vertical	97,900	118,800	169,400
Half Page Horizontal	90,200	105,600	157,300
Junior Page	97,900	118,800	169,400
Quarter Page	45,100	52,800	75,900
Centrespread	363,000	423,500	580,800
Junior Page Centrespread	254,100	295,900	411,400
Half Page Centrespread (Vertical)	238,700	278,300	387,200
Half Page Centrespread (Horizontal)	238,700	278,300	387,200
Back Page (Full Page)	-----	-----	308,000
Minimum Booking Size*	144 col.cm (1/4 Page)		
Specified Position	Plus 30% Loading		
Agency Commission	30%		

\*Other sizes are also welcome (Negotiable)

### R.O.P. (RUN OF PAPER)

(RATES QUOTED IN HK DOLLARS)

Size	B/W	B/W+Red	Colour
Per Col. Centimeter	216	228	435
Full Page	115,500	145,200	205,700
Half Page Vertical	68,200	79,200	127,600
Half Page Horizontal	66,000	72,600	123,200
Junior Page	68,200	79,200	127,600
Quarter Page	30,000	33,000	64,900
Centrespread	266,200	345,400	484,000
Junior Page Centrespread	185,900	225,500	363,000
Half Page Centrespread (Vertical)	172,700	212,300	338,800
Half Page Centrespread (Horizontal)	172,700	212,300	338,800
Front Page/ Back Page (Full Page)	-----	-----	326,700
Minimum Booking Size	10 col.cm		
Specified Section*	Plus 20% Loading		
Specified Position	Plus 30% Loading		
Agency Commission	30%		

\*Sections AA, B, C, D and E for Sports, Finance, Entertainment, Horse Racing and Supplement respectively.



Apple Daily Limited

**Address:** 1/F., 8 Chun Ying Street, Tseung Kwan O Industrial Estate, Tseung Kwan O, New Territories, Hong Kong.

**Hotline :** (852) 2752 3888 **Fax Hotline :** (852) 2622 2350 **E-mail :** sales@appledaily.com

**Central Office Tel. :** (852) 2530 0868 **Web Site :** <http://www.appledailyadvertising.com>

A wholly-owned subsidiary of Next Media Limited

PM-AD-15



## Prime Position : Pre-emption Rules

1. An advertiser (the "Original Advertiser") may book/ preserve the prime positions at A3, A5, A7 and Section Fronts, Back Pages and Centrespread of all sections in Apple Daily ("Prime Positions") by paying increased rates of the relevant position (the "Loading"). Loading starts from 30% above the full rate card price.
2. Other advertiser who desires to pre-empt the booking of the Original Advertiser shall offer to increase the Loading at intervals of 10%, on top of the start of 30%. If the Original Advertiser wants to preserve the booking he shall increase the Loading bid also at 10% intervals within one hour after written notice is being served by Apple Daily. Such notice shall be sufficiently served immediately after it is sent by fax or by electronic mail to the Original Advertiser.
3. If the Loading bids by Original Advertiser reaches 50%, the pre-empting advertiser cannot pre-empt the Original Advertiser's booking save and except the ways specified in Clause 4, 5, 6 hereof.
4. If Loading for a Prime Position reaches 50%, other advertiser could only pre-empt such Prime Position by booking 2 consecutive Prime Positions. 30% Loading to the rate card price should be added to each Prime Position.
5. To pre-empt 2 consecutive Prime Positions, the pre-empting advertiser has to add Loading from a start of 30% to a maximum of 50%, with intervals at 10% at least, to both Prime Positions.
6. If Loading for both 2 consecutive Prime Positions reaches 50%, other advertiser could only pre-empt such 2 consecutive Prime Positions by putting in 3 consecutive Prime Positions. 30% Loading should be added to each of the 3 Prime Positions.
7. The deadline for exercising pre-emption rights for Prime Positions at Section A shall be 12:00 noon, 3 working days before publication date (working days shall not include Saturday, Sunday and Public Holiday).

Ad Appearance Day	Deadline For Pre-emption in Section A
Sunday	Preceding Wednesday before 12:00 noon
Monday	Preceding Wednesday before 12:00 noon
Tuesday	Preceding Thursday before 12:00 noon
Wednesday	Preceding Friday before 12:00 noon
Thursday	Preceding Monday before 12:00 noon
Friday	Preceding Tuesday before 12:00 noon
Saturday	Preceding Wednesday before 12:00 noon

8. The deadline for exercising pre-emption rights for Prime Positions at other sections shall be 12:00 noon, 2 working days before publication date (working days shall not include Saturday, Sunday and Public Holiday).

Ad Appearance Day	Deadline For Pre-emption in Other Sections
Sunday	Preceding Thursday before 12:00 noon
Monday	Preceding Thursday before 12:00 noon
Tuesday	Preceding Friday before 12:00 noon
Wednesday	Preceding Monday before 12:00 noon
Thursday	Preceding Tuesday before 12:00 noon
Friday	Preceding Wednesday before 12:00 noon
Saturday	Preceding Thursday before 12:00 noon

9. All pre-emption activities shall end at 6:00 p.m. of the relevant date for deadline stated in Clause 7 or 8 hereof (as the case may be). However the Original Advertiser has the advantage of an extra 15 minutes to opt for the final move.
10. All pre-empting advertisements are non-cancellable or amendable.
11. All pre-emptions are subject to the approval of Apple Daily.
12. To conduct pre-emption, please contact our advertising traffic manager, hotline : 2752 3772.

## Cancellation / Amendment Deadline for Prime Positions

(A3, A5, A7, Section Fronts, Back Pages and Centrespread)

12:00 noon 5 working days before publication date. All cancellation / amendment must be made in writing.

Ad Appearance Day	Deadline For Cancellation / Amendment
Sunday	Preceding Monday before 12:00 noon
Monday	Preceding Monday before 12:00 noon
Tuesday	Preceding Tuesday before 12:00 noon
Wednesday	Preceding Wednesday before 12:00 noon
Thursday	Preceding Thursday before 12:00 noon
Friday	Preceding Friday before 12:00 noon
Saturday	Preceding Monday before 12:00 noon

## Cancellation / Amendment Deadline for Advertisements not for Prime Positions.

2 working days before publication date (no later than 5:00p.m.).



## Material Deadline

Output File		Colour Proof
Based on the completion time of the Transmission		<ul style="list-style-type: none"><li>• Must reach Shop 344, World-Wide House, Central within office hours* one day prior to date of publication for all advertisements, except Section D &amp; E which must reach World-Wide House by 2:00p.m. one day prior to publication date.</li><li>• Section A advertisements must reach Tseung Kwan O (TKO) Office by 10:30p.m. one day prior to publication date at the latest. Advertisements for ROP, except Section D &amp; E, must reach TKO by 7:30p.m. Advertisements for Section D &amp; E must reach TKO by 3:00p.m.</li></ul>
Supplement (Section E)	one day prior to date of publication 4:00pm #	
Horse Racing (Section D)	one day prior to date of publication 4:00pm #	
Entertainment (Section C)	one day prior to date of publication 6:00pm #	
Finance (Section B)	one day prior to date of publication 9:00pm #	
Sports (Section AA)	one day prior to date of publication 9:00pm #	
Main News (Section A)	one day prior to date of publication 10:00pm #	*Office hours Monday to Friday : 10:00a.m. to 7:00p.m. Saturday : 10:00a.m. to 6:00p.m. Sunday & Public Holiday: Closed
# If deadline falls on a public holiday, file should be submitted one day preceding the deadline.		

## Material Details

Recommend File Specification			
File Format	PDF		
FTP Size	Each image for output should not exceed 100M		
Remarks	- Please convert all fonts to outline - Newspaper photo resolution must be 300dpi - All photo must be CMYK Format		
FTP Server	ftp://ftp2.adlhc.com/ username: spec01 password: apple_spec01	ftp://ftp2.adlhc.com/ username: spec02 password: apple_spec02	ftp://ftp2.adlhc.com/ username: spec03 password: apple_spec03

## REMARKS : FULL COLOUR ADVERTISEMENTS

Complete set of full colour materials MUST BE ACCOMPANIED BY ITS PROOF *IN NEWSPRINT, NOT ART PAPER* (Two or More). WITHOUT COLOUR PROOF, WE SHALL NOT BE RESPONSIBLE FOR ANY UNSATISFACTORY RESULTS OF THE ADVERTISEMENT.

Page Height : 53cm = 18 columns

Page Width : 32cm

Height					
Column	Height	Column	Height	Column	Height
1 col.	26.6mm	7 col.	204mm	13 col.	382mm
2 col.	56.2mm	8 col.	233mm	14 col.	411mm
3 col.	85.8mm	9 col.	263mm	15 col.	441mm
4 col.	115mm	10 col.	293mm	16 col.	470mm
5 col.	145mm	11 col.	322mm	17 col.	500mm
6 col.	174mm	12 col.	352mm	18 col.	530mm

Width	
Width of the material should be <b>4mm less than the width</b> of the booking size.	




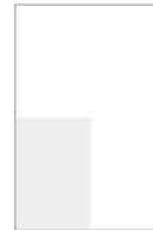

Booking Sizes (Centrespread)	
Size	Width
Quarter Page	32cm
Junior Page	48cm
Full Page	64cm

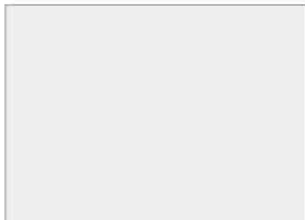



Material Sizes (Centrespread)	
Size	Width
Quarter Page	334mm
Junior Page	494mm
Full Page	662mm

REMARKS : ONE FULL VERTICAL COLUMN IS COUNTED AS 20 COLUMNS IN HEIGHT (H) PER CENTIMETER IN WIDTH.



## Common Material Size

Full Page ROP	Half Page Horizontal ROP	Junior Page ROP	Quarter Page	Half Page Vertical ROP
				
Material Sizes: 530mm x 320mm	263mm x 320mm	352mm x 236mm	263mm x 156mm	530mm x 156mm
Booking Sizes: (18col. x 32cm)	(9col. x 32cm)	(12col. x 24cm)	(9col. x 16cm)	(18col. x 16cm)

Centrespread	Junior Page Centrespread	Half Page Centrespread (Horizontal)	Half Page Centrespread (Vertical)
			
Material Sizes: 530mm x 662mm	352mm x 494mm	263mm x 662mm	530mm x 334mm
Booking Sizes: (18col. x 64cm)	(12col. x 48cm)	(9col. x 64cm)	(18col. x 32cm)

## ADVERTISING TERMS AND CONDITIONS

- All advertising bookings must be accompanied by a space order, which must be signed by an authorised person of the Advertiser/Advertising Agency and chopped with the company's stamp. Apple Daily Limited ("Apple Daily") will not be bound by any terms or conditions printed or appeared on space order or copy instructions submitted by or on behalf of the Advertiser/Advertising Agency.
- Apple Daily reserves the right to reject, decline, or refuse to publish in whole or in part or to amend any material of any advertisement with or without prior notice or explanation to the Advertiser/Advertising Agency, wherever it considers necessary or desirable and whether or not such advertisement was previously acknowledged, accepted or published. Apple Daily shall not be held liable for any loss or damage arising as a result of such non-publication or amendment as aforesaid and no compensation of any kind will be granted to Advertiser/Advertising Agency in the event of non-publication or amendment of the same. Moreover the Advertiser/Advertising Agency shall remain liable to Apple Daily for the charges of such altered advertisements.
- The Advertiser/Advertising Agency jointly and severally warrants that the advertisement submitted for publication does not contravene the laws of Hong Kong, does not infringe the copyright or other intellectual property right of any third person, business or corporation. The Advertiser/Advertising Agency further warrants that the advertisement does not contain any libelous or slanderous materials, does not invade anyone's privacy, nor contain any indecency or obscenity. The Advertiser/Advertising Agency warrants that it has the unrestricted right to use all trademarks, service marks, logos, graphics, portraits, photographs, pictures and artwork contained in the advertisement.
- The Advertiser/Advertising Agency shall be solely responsible for the contents of the advertisement. The Advertiser/Advertising Agency shall jointly and severally indemnify and keep indemnified Apple Daily on a full indemnity basis against all actions, proceedings, costs, damages, expenses, claims, demands and liabilities arising in any manner whatsoever from or in consequence of the publication of any material whatsoever supplied by the Advertiser/Advertising Agency under this agreement, without limitation, any claim or damage arising from any dispute concerning defamation, infringement of copyright or contravention of the laws of Hong Kong.
- Apple Daily will use its best endeavours to publish the advertisement placed on the date specified by the Advertiser/Advertising Agency. However, it reserves the right to alter the date of insertion without prior notice to or agreement by the Advertiser/Advertising Agency. Moreover, all advertisements placed are subject to the pre-emption rules as stated in the Rate Card.
- Advertising material for insertion must reach the Advertising Department of Apple Daily on or before the deadline as stipulated in the Rate Card. Late delivery of advertising material or cancellation of booking after the deadline will result in forfeiture of the space booked and the Advertiser/Advertising Agency shall be liable for full payment.
- Advertiser/Advertising Agency shall not cancel orders for advertisement after the booking deadline stated in the Rate Card.
- Advertising materials must conform to the production or quality specifications and any other requirements stipulated or referred to in the Rate Card. Materials submitted by the Advertiser/Advertising Agency which require extra processing will be subjected to extra charge.
- Apple Daily shall not be held responsible for any loss or damage of the supplied advertising materials and the Advertiser/Advertising Agency shall at its own expenses collect them at the office of Apple Daily within one month after the publication of the advertisement, failing which Apple Daily shall be entitled to destroy or dispose of them as it deems fit without any liability to the Advertiser/Advertising Agency.
- All complaints or claims regarding advertisements published must be made in writing within 2 days from the date of publication of the advertisement with good causes to be stipulated therein and the time for making such complaints or claims shall be of the essence. Late submission of claims will absolutely not be entertained by Apple Daily. The liability of Apple Daily shall be limited to a maximum of repaying the Advertiser/Advertising Agency the charge of the relevant advertisement.
- In order not to confuse advertisements with editorial contents, the Advertiser/Advertising Agency shall insert the wordings "廣告" when required by Apple Daily and at the place and size as advised by Apple Daily.
- The Advertiser/Advertising Agency shall pay Apple Daily advertising fee upon placement of the relevant order to Apple Daily. Payment should be made by crossed cheque in favour of "Apple Daily Ltd." in Hong Kong Dollars without any deduction or set-off.
- The placing of an order for the insertion of an advertisement shall amount to an acceptance of the above Advertising Terms and Conditions by the Advertiser/Advertising Agency. No other terms and conditions other than those set forth herein shall be binding on Apple Daily unless specifically agreed in writing by Apple Daily.