

ADVERTISEMENT SPECIFICATIONS

Sizes of Magazine

1. Trim size : 280mm (H) x 215mm (W)
Bleed size : additional 3mm outside the trim
2. Halftone screen : 4 colours maximum 150 lines/inch
B/W maximum 120 lines/inch
3. Type matter at least 5mm from each bleed edge

AD SIZE		HEIGHT (mm)	WIDTH (mm)
(1) Full Page	Non-Bleed	248	185
(2) Full Page	Bleed*	280	215
(3) 1/2 Page	Vertical	248	90
(4) 1/2 Page	Vertical Bleed*	280	107
(5) 1/2 Page	Horizontal	115	185
(6) 1/3 Page	Vertical	248	58
(7) 1/3 Page	Vertical Bleed*	280	72
(8) 1/3 Page	Horizontal	75	185
(9) 1/4 Page	Vertical	115	90
(10) 1/4 Page	Horizontal	58	185
(11) Double Spread Page	Non-Bleed	248	400
(12) Double Spread Page	Bleed*	280	430
(13) Front Cover	Bleed*	215	215
(14) Island Page Vertical	Non-Bleed	175	110

* For bleed advertisement, additional 3mm outside the film sizes is required.

More detail information, please visit our website : <http://mk.2456.com/ATA>

Artwork Production and Film Making Charge

Artwork & Pagemaking

4C advertisement (include 2 photos only)	US\$150/set
2C advertisement (include 2 photos only)	US\$100/set
Each spot colour with colour proof	US\$70
Extra process colour proof	US\$20

Film Duplication/ Conversion

4C advertisement	US\$50
2C advertisement	US\$35

Supplied Blank Film (only Image without Wordings) US\$90

Add Colour Wordings/ Reverse White Word

On Colour Background (Do Artwork)

- a) For each page of advertisement, free insertion of 2 photos and/or logos is inclusive.
- b) Advertisers are requested to supply detailed specifications for artwork production and film making.
- c) Advertisers are offered one proof read of artwork. Other than mistyped text, amendments will be charged.

Should advertiser do not give clear instruction or specification on the layout requirement, the publisher will handle the production at its discretion. All costs arising from any alterations will be borne by the advertiser except when the publisher is answerable for errors.

Cancellation or Postponement

1. If written notification of cancellation is made 4 weeks before the material deadline, we will accept the cancellation without penalty. (except special position ad, please refer to Point 2)
2. For cancellation of special position ad, if written notification of cancellation is made 6 weeks before the material deadline, we will only forfeit the deposit paid.
3. A fee equivalent to 50% of the advertising rates will be charged if notification of cancellation has passed the deadline as stated in (1) & (2).
4. Deposit, if any, for the cancelled issue(s) is(are) non-refundable.
5. Postponement of any insertion can only be accepted in writing on or before the film deadline, and the concerned insertion must be realized within the forthcoming year as from the original publication date. All postponed insertion will be charged on the revised rate, if any advertising rates have changed.
6. For the delivery of advertising material or non-compliance with the cancellation/postponement deadline, the publisher reserves the right to decide either to forfeit the space booked or to go ahead with publication of the advertisement. The advertiser shall remain liable for the full cost resulting from the publisher's decision.

Specifications for Computer Softwares

1. Acceptable softwares are: PageMaker (version 6.5), Freehand (MX), Illustrator (CS 2), Photoshop (CS 2), Indesign (CS 2) and QuarkXpress (version 6.1) either English or Chinese version. Media must be marked clearly with 'Mac format' and with a complete list of files.
2. Unacceptable formats are: PC format, Microsoft files of any type (Word, PowerPoint, Publisher, Excel), CAD, CorelDraw or any other programs not listed above.
3. Pictures must be grouped in order to remain in the original position.
4. Image resolution should be at least 300dpi of actual printed size. They must be saved as Bitmap, Tiff, EPS or JPEG file.
5. Only Macintosh-formatted CD rom will be accepted.
6. Files of ads larger than 2 MB, please save in CD rom and mail to publisher.
7. Colour ads must be CMYK (RGB files are not accepted).
8. Fonts must be included (both screen and post scripting).
9. Ads must be with colour proof for printing.

Specifications for Film

1. For colour advertisement: colour-separated positive films with colour proof should be provided.
2. For B/W advertisement: camera-ready artwork or photo-print positive should be provided.
3. Positive film with right-reading and emulsion side down should be supplied. Colour identification and registration marks for each film should be clearly marked outside of bleed area. Other materials that require conversion into positive films are subject to charge.
4. For any advertisement that needs to be translated into Chinese, positive supplied must be free of type in areas of overall tints, halftone surprints or dropouts.