



CO-CO! BI-WEEKLY MAGAZINE ADVERTISING RATE CARD

Effective: 1 Jan 2012

Marketing Department

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Colour	Position	Trim Size (H)mm x (W)mm [5mm bleeding / positive film (screen line 175)]	Basic Rate (HK\$)
4-Colour	Back Cover	194 x 140	26,500.00
	Inside Front	210 x 132	22,000.00
	Inside Back	210 x 132	21,000.00
	1st Page	210 x 140	16,500.00
	ROP	210 x 140	13,500.00
	Spread	210 x 280	26,500.00
B/W	ROP	210 x 140	10,000.00
	Spread	210 x 280	20,000.00

- Advertorial write-up : 80% on the top of the advertising fee
- On-pack premium handling fee : HK\$10,000.00 (full circulation)
- Advertising Agent Discount : less 15%
- Booking Deadline : 14 days before publication or specified by The Publisher
- Cancellation Deadline : 12 days before publication or specified by The Publisher
- Material Deadline : 10 days before publication or specified by The Publisher
- Payment : Cheque should be made to "Rightman Publishing Limited"

General Terms and Conditions

1. Advertising space should be reserved only by a signed contract or an official insertion order. No cancellation or transfer of the advertisement will be accepted after the cancellation deadline.
2. Rightman Publishing Ltd (RPL), the publisher, reserves the right to decline, to omit, to suspend or to change, to amend any advertisement whenever it is deemed necessary with or without the notice to the Advertiser or the Advertising Agency.
3. RPL does not take responsibility for the loss of or damage to artwork or materials supplied for the purpose of an advertisement.
4. RPL does not take responsibility for any errors in the insertion nor the failure of putting any advertisements in a specified position on a scheduled date.
5. Advertisement materials should conform to the requirements of RPL. Materials, needed extra processing, are subject to an extra charge.
6. Late delivery of copy/artwork or non-compliance with specified material deadline will lead to the forfeiture of the booked space. The Advertiser or the Advertising Agency shall be liable for the full cost incurred therefore.
7. For Advertorial, cancellation or rescheduling cannot be accepted after the booking deadline.
8. For Advertorial, Advertiser/ Advertising Agency should complete their approval procedure before the material deadline; otherwise, it will result in forfeiture of the booked space and the Advertiser/ Advertising Agency will be liable for full payment.
9. The Advertiser or Advertising Agency submitting the advertisement shall indemnify RPL in respect of costs, damages or other charges falling upon it as a result of legal actions or threatened legal actions arising from the publication of the advertisement published in accordance with the copy instruction supplied to RPL by the Advertiser or Advertising Agency.
10. RPL does not entertain any claim made by the Advertiser or Advertising Agency in respect of any error in the advertisement if such claim is made after fourteen days after the date of publication.
11. Payment of accounts for new Advertiser or Advertising Agency shall be fully made on the date of placing the order. Payment of account for the credit approved Advertiser or Advertising Agency shall be made not later than the fourteenth day from the date of invoice. Late payment will be charged overdue interest at the rate of prime plus 4% per annum and administration fee of HK\$3,000.