



## TRAVEL GUIDE BOOKS ADVERTISING RATE CARD

Effective: 1 January 2012

Marketing Department Tel : (852) 2515-8796 Fax : (852) 2556-1900 Email : sales@rightman.net

Book Name	Colour	Position	Trim Size ( H ) mm x ( W ) mm 5mm bleeding	Basic Rate ( HK\$ )
東京旅遊全攻略 / 京阪神旅遊全攻略 / 北海道旅遊全攻略 / 台北旅遊全攻略 / 澳門珠海周末逍遙遊 / 首爾旅遊全攻略	4-Colour	Front Gate Fold Back Gate Fold First Page Last Page ROP	210 x 117 210 x 98 210 x 143 210 x 143 210 x 148	17,500 17,000 20,000 19,000 12,500
上海旅遊全攻略 / 北京旅遊全攻略 / 廣州旅遊全攻略 / 海南島旅遊全攻略 / 台中南旅遊全攻略 / 台灣東部旅遊全攻略 / 香港行山全攻略 / 離島遠足全攻略	4-Colour	Front Gate Fold Back Gate Fold First Page Last Page ROP	210 x 117 210 x 98 210 x 143 210 x 143 210 x 148	11,000 10,000 13,000 12,000 8,000
港九飲食全攻略 / 香港周末逍遙遊	4-Colour	First Page Last Page ROP	182 x 123 182 x 123 182 x 128	20,000 19,000 12,500
圖解 · 旅遊日語全攻略 / 圖解 · 旅遊韓語全攻略	4-Colour	ROP	182 x 128	13,000

- Advertorial/ Special write-up : Extra 60%up
- Fixed Position : Extra 50%
- Booking Deadline : T.B.C.
- Agency Discount : Less 15%
- Payment : Payment 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 booking 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 cancellation deadlines 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. 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.
8. 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.
9. 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.
10. In case the Print Ad is similar to the content of the travel guide, the words "廣告" will be labeled on the top corner of the Print Ad.


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Facebook

 rightman.publishing

