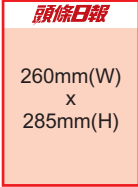
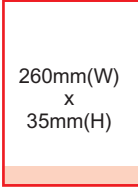
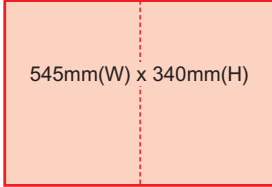
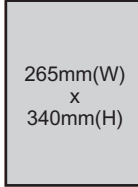
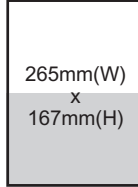
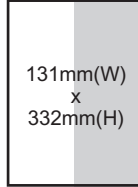
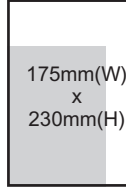


Special Position 特別位置

 260mm(W) x 285mm(H)	 260mm(W) x 35mm(H)	 545mm(W) x 340mm(H)
Front Cover 封面	Front Cover Bottom Banner 封面底橫條	Full Page Centrespread 中央雙全版

Run-of-Page (ROP) 內頁廣告

 265mm(W) x 340mm(H)	 265mm(W) x 167mm(H)	 131mm(W) x 332mm(H)	 175mm(W) x 230mm(H)
Full Page 全版	Horizontal Half Page 橫半版	Vertical Half Page 直半版	Junior Page 小全版

Column Size / 欄目規格

Column	1	2	3	4	5	6
Width(mm)	40	85	130	175	220	265

Advertisement Rate 廣告版位價目

Special Position 特別位置

Specifications 廣告規格	Size (W X H) 廣告尺寸 (闊 X 高)	Full Color 四色 (HK\$)	BW+Red 黑白套紅 (HK\$)	Black & White 黑白 (HK\$)
Front Cover 封面	260mm x 285mm	438,000	—	—
Front Cover Bottom Banner 封面底橫條	260mm x 35mm	30,000	—	—
Outside Back Cover 封底	265mm x 340mm	200,000	—	—
Page 3 Full Page 第三頁全版	265mm x 340mm	160,000	—	—
Page 3 Horizontal Half Page 第三頁橫半版	265mm x 167mm	88,000	88,000	88,000
Page 3 Junior Page 第三頁小全頁	175mm x 230mm	88,000	88,000	88,000
Page 5 Full Page 第五頁全版	265mm x 340mm	150,000	150,000	150,000
Full Page Centrespread 中央雙全版	545mm x 340mm	320,000	—	—
Half Page Centrespread (H) 中央雙橫半版	545mm x 167mm	160,000	—	—
Front Page Left/Right Sky Box 封面左/右上角	50mm x 45mm	15,000	—	—

Run-of-Page (ROP) 內頁廣告

Specifications 廣告規格	Size (W X H) 廣告尺寸 (闊 X 高)	Full Color 四色 (HK\$)	BW+Red 黑白套紅 (HK\$)	Black & White 黑白 (HK\$)
Full Page 全版	265mm x 340mm	120,000	82,000	70,000
Vertical Half Page 直半版	131mm x 332mm	61,000	42,000	35,000
Horizontal Half Page 橫半版	265mm x 167mm	58,000	40,000	33,000
Junior Page 小全版	175mm x 230mm	75,000	50,000	42,000
Quarter Page 四分之一版	130mm x 167mm	31,000	21,000	19,000
Horizontal Banner 橫條	265mm x 83mm	37,000	25,000	22,000
Vertical Strip 直條	85mm x 332mm	47,000	30,000	27,000
1/6 Page 六分之一版	85mm x 167mm	22,000	15,000	13,000
Per Column cm 每厘米欄	—	874	575	518

Booking Deadlines / 訂位日期

3 working days before publication date.
出版日前三個工作天

Material Deadlines / 稿件截止日期

Colour Separation Films & Colour Proof

1. To reach Sing Tao Centers within open hours* two days prior to publication date.

*Open Hours : Monday to Saturday (10:00 a.m. to 6:00 p.m.) Close on Sunday and Public Holiday.

2. To reach Headline Daily - Advertising Department by two days prior to publication date.

Address : 16/F, Sing Tao News Corporation Building, 3 Tung Wong Road, Shau Kei Wan, Hong Kong.

Attn : Headline Daily - Advertising Department.

Tel. : 3181 3666

Fax : 3101 5556

廣告菲林及打稿可送往 :

1. **星島中心** 稿件呈交時間 : 內頁刊登前二天
星島中心營業時間 : 星期一至星期六
上午十時至下午六時
星期日及公眾假期休息

2. **頭條日報總社廣告部** 稿件呈交時間 : 內頁
刊登前二天請註明 : 頭條日報廣告部
地址 : 香港筲箕灣東旺道3號星島新聞集團大廈16樓
電話 : 3181 3666 傳真 : 3101 5556

Cancellation / 取消

1. Run-of-page (R.O.P) : 2 working days prior to publication date.

一般廣告版位 : 刊登前2個工作天

2. Front Cover / Outside Back Cover / Odd Size:
No Cancellation
封面/ 底及特別位置, 不可取消

Agency Commission / 廣告佣金

15% is included in the advertising rates.

15% 廣告佣金已包括在廣告費內

Loading / 附加費

30% on fixed position.
指定位置需付30%附加費

Guideline for output file / 輸出檔案指引

Headline Daily can accept the following software's file for film output, also the file need to meet the requirements listed below:

頭條日報接受以下軟件輸出菲林，檔案請跟如下項目要求：

Material Details / 物料細則

Method of Printing : Web Offset

Screen : 120 lines / inch for both black and white and four colour ads.

Four Colour : Positive film with progressive proofs, right reading, emulsion side down. UCR/PCR techniques must be applied to colour separations. Colour separation suppliers have to be advised that no single area of a full colour print should exceed 240% aggregate colour laydown. Colour proofs have to be in newsprint. A four colour newspaper proof must be supplied as well as individual proofs.

印刷方式：捲筒柯式印刷

網線：黑白與彩色廣告均為120網

彩色：陽片菲林跟打稿，文字正面藥膜向下。分色彩圖時須採用UCR或PCR技術，並須通知分色製版公司，每一位置的四色印刷不可超越彩色總油墨量之240%。中間色調網點之增大值為35%，圖片分色時須予以調整配合。打稿樣本須採用報紙紙，每份報紙彩色打稿須附有獨立單一色調的打稿樣本。

Software / 軟件

Available Software: (Macintosh)

Freehand Version 7.0 / 8.0 / 9.0 (either Chi. / Eng. version)

Illustrator Version 7.0 / 8.0 / 9.0 (either Chi. / Eng. version)

Photoshop Version 4.0 / 5.0 / 5.5 / 6.0 (either Chi. / Eng. version)

支援軟件：蘋果電腦

Freehand 7.0 / 8.0 / 9.0 版本（不論中英文版本）

Illustrator 7.0 / 8.0 / 9.0 版本（不論中英文版本）

Photoshop 4.0 / 5.0 / 5.5 / 6.0 版本（不論中英文版本）

Requirements / 要求

* All photoshop file should be at least 300 DPI / Actual size in CMYK format

* The text in Freehand / Illustrator should be created in OUTLINE.

* Color proofs is a must for file output.

* If the files are put on the FTP server, please email the server IP address, Log on account, Password together with the output file name or the folder name

* 所有相片檔案不少於300像數 / CMYK格式在原來尺寸。

* 文字在Freehand 及Illustrator 軟件內必須將字轉成圖像。

* 所有菲林必須跟彩色打稿。

* 如採用 FTP 伺服器，請用電郵傳輸伺服器網域地址，登入戶口密碼、輸出資料夾或輸出檔案名稱。

General Terms and Conditions 條款細則

1. The Advertiser or Advertising Agency (hereinafter called "the Advertiser") shall not cancel orders for Advertisement (which means matter to be printed on the page of, or separately inserted, in Headline Daily) after the booking deadline.
2. Headline Daily Limited (hereinafter referred to as "Headline Daily") reserves the right at its absolute discretion to decline to publish, or to omit, suspend or change the position of any Advertisement if it considers necessary and desirable without giving any reasons of why it is doing so.
3. The Advertiser warrants that:
 - 3.1 the Advertiser contracts with Headline Daily as principal (irrespective of whether it is an advertiser or an advertising agent or a media buyer. In case it is an agent, authorization to place the Advertisement has been obtained from the advertiser); and
 - 3.2 the publication of the Advertisement by Headline Daily will not be in breach any contract or violate any copyright, trademark, any applicable laws and rules, or any other personal or proprietary right of any person.
4. Headline Daily will not be liable for any loss, damage or claim resulting from the failure of any Advertisement to appear from any cause whatsoever, or for the failure of an Advertisement to appear on a specified date.
5. Advertisement materials must conform to the production and quality specifications and any other requirements stipulated or referred to in the Rate Card. Materials submitted by the Advertiser which require extra processing will be subject to extra charge.
6. The Advertiser submitting the Advertisement shall indemnify Headline Daily against all costs, losses, damages and liabilities arising out of any claims, legal actions or threatened legal actions in relation to or arising from the publication of the Advertisement in accordance with the copy instruction or advertising contract supplied to Headline Daily by the Advertiser.
7. If Headline Daily does not receive amendment of copy instructions before the material deadline, it reserves the right to repeat the copy last used. Late delivery of materials after the material deadline may incur forfeiture of the space.
8. Headline Daily shall not be responsible for any loss or damage of the supplied advertising materials and the Advertiser shall at its own expenses collect them at the office of Headline Daily within three months after publication of the advertisement, failing which Headline Daily shall be entitled to destroy them as it deems fit without any liability to the Advertiser.
9. Headline Daily will not entertain any claims made by the Advertiser in respect of any error in the Advertisement if such claim is made after the fourteenth day following that in which the Advertisement appears. The liability of Headline Daily shall be limited to a maximum at its option of repaying the charge for the Advertisement or republishing the Advertisement free of charge for a second time. Such complaints or claims shall not affect the liability of the Advertiser for payment by the due date for that and all other advertisements of Headline Daily.
10. Payment of accounts for the new Advertiser shall be fully made on the date of placing order failing which the order is void. Payment of account for the credit approved Advertiser 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.
11. In the event of Advertiser is in breach of any conditions stipulated herein, the net total amount or any part thereof which remains outstanding shall become due and payable. Headline Daily shall have the right to claim for the immediate payment of the same, notwithstanding any provision contained herein to the contrary.
12. The placing of an order for the insertion of an Advertisement shall amount to an acceptance of the above conditions. Any conditions stipulated on an Advertiser's order form or elsewhere by an Advertiser shall be void so far as they are in conflict with the above conditions.
13. Headline Daily reserves the right to pre-empt the front page booking by news without prior notice and the right to make the final decision in the choice of front page advertisement.