

Advertising & Services Order Form

To : Hong Kong Institute of Construction Managers

I / We would like to order the following advertising and/or services of HKICM as follows:

Part I : Organization Information

Name of Organization _____

Contact Person _____ Position _____

Tel No. _____ Fax No. _____ E-mail _____

Address _____

Affiliate Status Corporate Affiliate Non-Affiliate

Part II : Advertising & Services

(I) Newsletter Advertisement

Advertising Rate (HK\$ per placement)		Corporate Affiliate		Non-Affiliate		
Full Page	Full Cover (4C)	Back Cover	<input type="checkbox"/>	\$6,000	<input type="checkbox"/>	\$7,500
		Inside Front	<input type="checkbox"/>	\$5,500	<input type="checkbox"/>	\$6,750
		Inside back	<input type="checkbox"/>	\$5,500	<input type="checkbox"/>	\$6,750
		Inside Page	<input type="checkbox"/>	\$5,000	<input type="checkbox"/>	\$6,250
1/2 Page	Full Cover (4C)	Back Cover	<input type="checkbox"/>	\$4,000	<input type="checkbox"/>	\$5,000
		Inside Page	<input type="checkbox"/>	\$3,000	<input type="checkbox"/>	\$3,750
1/4 Page	Full Cover (4C)	Inside Page	<input type="checkbox"/>	\$2,000	<input type="checkbox"/>	\$2,500

Specifications

Printing Film	Positive, emulsion down; 175 dpi; Press proof with progress for full colour (4C)		
File Format	Accept most graphics and DTP softwares (Native copy with all support sources files or Image file, 100% scaling, ≥ 300 dpi (in different format, e.g. JPRG, EPS, TIF, etc))		
Dimension	Full Page	Trimmed	210 mm (W) x 297 mm (H)
		Bleed	Trimmed + 3 mm all-round
		Non-Bleed	190 mm (W) x 277 mm (H)
	1/2 Page	Portrait	90 mm (W) x 277 mm (H)
		Landscape	190 mm (W) x 135 mm (H)
	1/4 Page	Portrait	90 mm (W) x 135 mm (H)

Terms and Conditions

1. Contents of the advertisement must be approved by the HKICM
2. The Institute reserves the right to accept or decline any advertising materials submitted
3. The Institute will not be responsible for errors in advertisements
4. Cancellation of advertising placements will not be accepted after confirmation
5. The decision of HKICM will be final and we reserve the right to amend the terms and conditions

(II) Newsletter Inserts

Insert Rate (HK\$ per insert)	Corporate Affiliate		Non-Affiliate	
Loose Leaf Insert	<input type="checkbox"/>	\$2,400	<input type="checkbox"/>	\$3,000
Terms and Conditions				
1. Acceptance of booking will be subject to weight availability. 2. Contents of the material must be approved by the HKICM. 3. Inserted flyer/brochure should not be more than 2 x A4 sheets or 10 gm in weight. 4. Clients should supply 2,500 copies of insertion to designated address of the Printer. 5. Printing cost is not included. 6. Full payment in advance is required.				

(III) Direct Mailing Service

Mailing Rate (HK\$ per service)		Corporate Affiliate		Non-Affiliate	
Direct Mailing	To All Members	<input type="checkbox"/>	\$2,800	<input type="checkbox"/>	\$3,500
	To All Corporate Members only	<input type="checkbox"/>	\$2,400	<input type="checkbox"/>	\$3,000
<i>Remarks: 1. Promotional material not more than 2 x A4 sheets 2. Postage to be added as specified by the Post Office</i>					

(IV) E-mail Blast Service

Blasting Rate (HK\$)	Corporate Affiliate		Non-Affiliate	
E-mail Blast	<input type="checkbox"/>	\$2,000/blast	<input type="checkbox"/>	\$2,500/blast
	<input type="checkbox"/>	\$5,000/3 blasts*	<input type="checkbox"/>	\$6,250/3 blasts*
* To be used within 1 year period				

(V) Technology/Product Promotion Seminar Service

Charge (HK\$ per service)	Corporate Affiliate		Non-Affiliate	
Promotion Seminar	<input type="checkbox"/>	\$3,000	<input type="checkbox"/>	\$4,000
<i>Remarks: Administration charge for the technology/product promotion seminar is inclusive of: 1. Rental cost of venue; and 2. Course material ad insert in the promotion flyer (limited to one-page of A4 size ad/flyer only).</i>				

Signature

Organization Chop

Date