

THE JOURNAL OF HONG KONG COLLEGE OF RADIOLOGISTS

**** Advertisement ****

Advertising pages are available for advertisements. Advertisements which appear in the Journal of Hong Kong College of Radiologists are not endorsed or guaranteed by the Hong Kong College of Radiologists. Claims made by the manufacturer are likewise not endorsed or guaranteed. The Journal of Hong Kong College of Radiologists reserves the right to refuse any advertisements deemed to be unsuitable, e.g. tobacco products, or unproven alternative health products, etc.

Basic advertising rates

<i>Position/ size</i>	<i>4-colour or Black & White (HK\$)</i>
Back cover	12,000
Inside front cover	10,000
Inside back cover	10,000
Full page (other page)	8,000
Half page (other page)	5,000

Discounts

Volume discount (4 issues) : 20% discount

Volume discount (2 issues) : 10% discount

Rates for long term sponsors of advertisement are negotiable.

Size Trim size 210mm (Width) x 287mm (Height)

Material requirements

Black and white advertisements : Positive film with crop marks.

Colour advertisements : One set of positive films with crop marks. Colour proof is needed. If there is a background colour, the films should have bleeding beyond the cut (crop) marks.

There will be additional charge on incomplete materials.

Frequency Quarterly

Advertising deadlines

Booking deadline : 8 weeks before publication date

Material deadline : 6 weeks before publication date

Terms and Conditions

1. The advertiser or advertising agency shall not cancel orders for advertisement after the booking deadline. Failure to provide advertising material may incur forfeiture of the space booked at full cost.
2. 50% of the advertisement fee will be charged if the cancellation is made before the booking deadline and full advertisement fee after the booking deadline.
3. The advertiser or advertising agency submitting the advertisement shall indemnify Hong Kong College of Radiologists (HKCR) and its publishers 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 the HKCR and its publishers by the advertiser or advertising agency. In any case where a claim is made against HKCR or its publishers, and where the advertiser of his advertising agency may ultimately be liable under the terms thereof, notice in writing shall be given to him in order that consultations shall take place before any expense is incurred, or before the claim is settled, defended or otherwise disposed of.
4. The Journal of HKCR reserves the right to omit, suspend, or change the position of any advertisement at their discretion.
5. The Journal of HKCR and publishers will not be responsible for any error in the insertion of, or omission to insert any advertisement, or for any damage or loss of any separation, drawings, or other material supplied for the purpose of the advertisement.
6. Payment is to be made on acceptance and confirmation of page position/ issue appearance, or whenever invoiced thereafter. For advance bookings for consecutive issues, one payment shall be made (with discount). Remittances should be made to The Hong Kong College of Radiologists.
7. The placing of an order with the Journal of HKCR shall amount to an acceptance of the above conditions.

Please return the Advertising Booking Order by fax and by post to:

The Executive Assistant
Hong Kong College of Radiologists
Room 909, 9/F
Hong Kong Academy of Medicine
Jockey Club Building
99 Wong Chuk Hang Road
Aberdeen, Hong Kong
Tel: (852) 2871 8788
Fax: (852) 2554 0739