

# HONG KONG JOURNAL OF RADIOLOGY

## **\*\* Advertisement \*\***

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

### Insertion rates

<i>Item</i>	<i>(HK\$)</i>
Loose pamphlet/paper	15,000 per sheet (for entire circulation)

- Maximum size : 210mm (Width) x 289mm (Height)
- Maximum weight : 20 gram per insert
- There will be additional charge on overweight materials.
- Materials to be inserted will be delivered to the designated address upon confirmation of booking.

### Advertising rates

<i>Position/ size</i>	<i>4-colour or Black &amp; White (HK\$)</i>
Back cover	20,000
Inside front cover	18,000
Inside back cover	15,000
Full page (other page)	12,000
Half page (other page)	8,000

- Trim size : 210mm (Width) x 289mm (Height)\*  
\* Please add 3 mm on each side with crop marks on four corners
- Files are acceptable in the format of TIFF, JPEG, or AI, with a resolution of 350 dpi or above (Films are NOT acceptable).
- There will be additional charge on incomplete materials.

### **Discounts**

Insertion + Advertisement : 30% discount for insertion rate  
Volume discount for advertisement (4 issues) : 20% discount  
Volume discount for advertisement (2 issues) : 10% discount  
*Rates for long term sponsors of insertion/advertisement are negotiable.*

**Frequency**                      Quarterly

### **Insertion/Advertising deadlines**

Booking deadline : 5 weeks before publication date  
Material deadline : 3 weeks before publication date

## **Terms and Conditions**

1. The advertiser or advertising agency shall not cancel orders for insertion/advertisement after the booking deadline. Failure to provide insert/advertising material may incur forfeiture of the space booked at full cost.
2. 50% of the insertion/advertisement fee will be charged if the cancellation is made before the booking deadline and full insertion/advertisement fee after the booking deadline.
3. The advertiser or advertising agency submitting the insertion/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 / the materials inserted 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 or 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 insertion item /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 "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 Insertion/Advertising Booking Order by email, fax or post to:

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  
*Email:* enquiries@hkcr.org