



## Size of Magazine →

- Trim size : 280mm (H) x 215mm (W)  
Bleed size : additional 3mm outside the trim
- Type matter at least 5mm from each bleeding edge

AD SIZE		HEIGHT (mm)	WIDTH (mm)
(1) Full Page	Non-Bleed	248	185
(2) Full Page	Bleed*	280	215
(3) 1/2 Page	Vertical	248	90
(4) 1/2 Page	Vertical Bleed*	280	107
(5) 1/2 Page	Horizontal	115	185
(6) 1/3 Page	Vertical	248	58
(7) 1/3 Page	Vertical Bleed*	280	72
(8) 1/3 Page	Horizontal	75	185
(9) 1/4 Page	Vertical	115	90
(10) 1/4 Page	Horizontal	58	185
(11) Double Spread Page	Non-Bleed	248	400
(12) Double Spread Page	Bleed*	280	430
(13) Front Cover	Bleed*	215	215
(14) Island Page Vertical	Non-Bleed	175	110

\* For bleeding advertisement, additional 3mm outside the trim is required.

More detailed information, please visit our website : [www.AdsaleCMJ.com/MediaKit](http://www.AdsaleCMJ.com/MediaKit)

## Artwork Production Charge

4/C advertisement(include 2 photos only)	US\$150
2/C advertisement(include 2 photos only)	US\$100

- For each page of advertisement, free insertion of 2 photos and/or logos is inclusive.
- Advertisers are requested to supply detailed specifications for artwork production.
- Advertisers are offered one proof read of artwork. Other than mistyped text, amendments will be charged.
- Should advertiser do not give clear instructions or specifications on the layout requirements, the publisher will handle the production at its discretion. All costs arising from any alterations will be borne by the advertiser except when the publisher is answerable for errors.

## Terms

- The frequency discount applies to the combined number of advertisements in Chinamac Journal as well as in other Adsale publications.
- Rates are based on the number of ad insertions used within 12 months.
- Colours in the rate table refer to the four standard (process) colours only (i.e. black, cyan, magenta and yellow).
- 3-colour advertisements will be charged as 4-colour advertisements.
- Spot colours cannot be used in 2-colour advertisements, which refer to 2 processing colours (among black, cyan, magenta and yellow). For spot colours, metallic or fluorescent colours, an additional US\$800 per colour per page will be charged on top of the original advertising rate.
- Advertisement translation from English to Simplified Chinese is provided free of charge.
- Other services such as ad design, artwork, production, etc. will be provided at charge.
- For advertorials, the text should contain not more than 800 Chinese words with photos. The publisher reserves the right to edit the content.
- The publisher will not bear any responsibility for mistakes in the published advertisements due to poor design or an incorrect file provided by the advertisers.
- The publisher reserves the right to dispose of advertising materials in our custody not reclaimed within two years of last being used.

## Cancellation or Postponement

- If written notification of cancellation is made at least 4 weeks before the material deadline, we will accept the cancellation without penalty (except for special position ads— please refer to Point 2).
- For special position ads, we will accept a cancellation without penalty only if written notification of the cancellation is made at least 6 weeks before the material deadline.
- A fee equivalent to 50% of the advertising rate will be charged if notification of cancellation has passed the deadline specified in (1) and (2).
- The deposit, if any, for the cancelled issue(s) is(are) non-refundable.
- Postponement of any insertion can only be accepted in writing on or before the material deadline, and the particular insertion must be realized within one year from the original publication date. If advertising rates change in that time, all postponed insertions will be charged at the revised rate.
- Regarding the non-delivery of advertising materials or non-compliance with the cancellation/postponement deadlines, the publisher reserves the right to either forfeit the space booked or to go ahead with publication of the advertisement. The advertiser shall remain liable for the full cost resulting from the publisher's decision.

## Specifications for Computer Softwares

- Acceptable software programs are: PageMaker (version 6.5), Freehand (MX), Illustrator (CS 4), Photoshop (CS 4), Indesign (CS 4) and QuarkXpress (version 6.1) in both English and Chinese versions. Media must be marked clearly with 'Mac format' and with a complete list of files.
- Unacceptable formats are: PC format, Microsoft files of any type (Word, PowerPoint, Publisher, Excel), CAD, CorelDraw or any other programs not listed in (1).
- Pictures must be grouped in order to remain in their original position.
- Image resolution should be at least 300dpi at actual printed size. They must be saved as PDF or AI (with create outline format).
- For ad files larger than 10 MB, please upload to publisher's ftp.
- Colour ads must be CMYK (RGB files are not accepted).
- Fonts must be included (both screen and post scripting).
- Ads must be with process colour proof for printing.

## Specifications for ready to print file

- File must be in AI or PDF format with crop marks (bleed ads must have a bleed area).
- If advertisers do not submit files in AI or PDF format, the publisher does not guarantee the printing quality.
- Fonts must be embedded in the file.
- Colour standard: CMYK. Please do not use Pantone for colour marking.
- File resolution: 300dpi at actual printed size.
- Advertisers who need accurate colour matching must supply the offset colour proof. Otherwise, the publisher does not guarantee the colour quality.