

**Super Property Browser / Home Fantasy / Investment Weekly / Property Browser Advertising Rate Card**  
**《超級睇樓王》 / 《家天地》 / 《投資王》 / 《投資睇樓王》 內頁廣告 — 價目表**

廣告面積	來件尺寸	黑白 HK\$	套紅 HK\$	專色 HK\$	四色 HK\$
內頁					
全版	315mm 高 x 260mm 闊	62,000	66,000	-	89,000
小全版	229mm 高 x 165mm 闊	51,000	57,000	-	66,000
半版 (直)	315mm 高 x 130mm 闊	/	/	-	/
半版 (橫)	157mm 高 x 260mm 闊	35,000	38,000	-	52,000
1/4 版	157mm 高 x 130mm 闊	22,000	24,000	-	35,000
特別位置 *					
封面內頁	315mm 高 x 260mm 闊	-	-	-	103,000

\* 全版書度尺寸: 330mm 高 x 273mm 闊。全版出血廣告需每邊另加 8mm 出血位 (不適用於《投資王》、《投資睇樓王》)。

其他: 若本公司認為廣告客戶來稿之廣告設計與《超級睇樓王》/《家天地》/《投資王》/《投資睇樓王》內容相近, 廣告客戶須在右上角加上「廣告」二字 (字體大小為 12 point)。如有遺漏, 本刊有權自行補上, 毋須另行通知。

指定附加費 : +15%

出版日期 : 《超級睇樓王》/《家天地》逢星期六; 《投資王》/《投資睇樓王》逢星期一

廣告訂位日期 : 刊登前七天

廣告截稿日期 : 刊登前五天

• For advertorial rates and production details, please contact our Advertising Department.

• 有關廣告特輯收費及製作詳情, 請聯絡本報廣告部。

**Newspaper Mechanical Data 報紙來件資料**

**Guideline for output file / 輸出檔案指引**

Singtao Daily can accept the following software's file for printing, also the file need to meet the requirements listed below:

File Format : PDF/x-1a:2003 (Acrobat PDF 1.3), no other format can be accepted

Image Format : Color Image Size : 300dpi (Color Space: CMYK)  
Gray Scale Image Size: 300dpi (Color Space: Gray)  
Other Setting : Use "Crop image to fit frames"  
Compression : JPEG High Quality or above

Color Management Setting : do not change any setting

Page Setup : Page Size same as Document Size

Bleeding and Print Mark : not necessary

Fonts Usage : Embedded all fonts or Create paths

Font size: Point 6 or above is recommended

星島日報接受以下軟件輸出菲林, 檔案請跟如下項目要求:

檔案格式: PDF/x-1a:2003 (Acrobat PDF 1.3), 不接受其他格式檔案

影像規格: 彩色影像大小: 300dpi (色域: CMYK)

灰階影像大小: 300dpi

其他設定: 使用『裁切影像資料以符合框架』

壓縮: JPEG 壓縮, 品質『高』或以上

色彩管理: 不需更改設定

頁面大小: 以廣告的大小設定為頁面大小

出血及印刷標記: 不需設定

字體使用: 內嵌所有字體, 或將字變成外框字

字體大小: 建議 size 6 或以上

**Software / 軟件**

Available Software : Illustrator Version CS5.1  
Photoshop Version CS5.1

支援軟件: Illustrator CS5.1 版本  
Photoshop CS5.1 版本

**Requirements / 要求**

\* All photoshop files should be at least 300 DPI / Actual size in CMYK format.

\* The text in Illustrator should be created in OUTLINE.

\* Color proof 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 格式在原本尺寸。

\* 文字在 Illustrator 軟件內必須將字轉成圖像。

\* 所有檔案必須跟彩色打稿。

\* 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。

**Printing Details / 印刷細則**

Method of Printing : Web Offset

Screen : 120 lines / inch for inside front

100 lines / inch for both black and white and four colour ads

Positive film, emulsion side down

• Surcharge applies for using film submission at HK\$500 each time

印刷方式: 捲筒柯式印刷

網線: 120 網 (適用於封面內頁)

100 網 (適用於內頁)

陽片菲林跟打稿, 文字正面藥膜向下

• 以菲林來稿需繳附加費每次 HK\$500

**Files Transmission / 檔案傳送**

Protocol : FTP

Compression : Windows: ZIP, SIT or RAR / Mac: SIT

傳送方式: FTP

壓縮方式: Windows: ZIP, SIT or RAR / Mac: SIT

**Color Proofing / 彩色稿**

Paper Type: News Print Paper

Process Proof or Inkjet Proof is acceptable. Inkjet Proof is required to print on a color inkjet printer with color management system.

用紙: 新聞紙

色稿方式: 四色油墨稿或噴墨稿均可, 噴墨稿必須具色彩管理功能的彩色噴墨打印機打印。

## General Terms and Conditions

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 or separately inserted in Property Browser / Home Fantasy / Investment Weekly ) after the booking deadline.
2. Sing Tao Ltd, the publisher of Property Browser / Home Fantasy / Investment Weekly , (hereinafter referred to as "Sing Tao") 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 Sing Tao 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 Sing Tao will not breach any contract or violate any copyright, trademark applicable laws and rules, or any other personal or proprietary right of any person.
4. Sing Tao will not be held liable for any loss, damage or claim resulting from the failure of any Advertisement to appear from any cause whatsoever, nor will it be held responsible for any errors in published Advertisement, 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 Sing Tao and its subsidence 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 in accordance with the copy instruction or advertising contract supplied to Sing Tao by the Advertiser.
7. If Sing Tao 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. Sing Tao shall not be held 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 Sing Tao within three months after publication of the advertisement, failing which Sing Tao shall be entitled to destroy or them as it deems fit without any liability to the Advertiser.
9. Sing Tao 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 Sing Tao 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 Sing Tao.
10. Payment of accounts for the new Advertiser shall be fully made on the date of placing this order failing which it 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. Sing Tao shall have the right to claim for the immediate payment of the same, notwithstanding paragraph 9 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. In case the Advertisement is an advertorial, Advertiser must also obey all the regulations in the "Advertorial Terms & Conditions".
14. Any person or entity who is not a party to this Rate Card shall have no rights under the Contracts (Rights of Third Parties) Ordinance (Cap. 623 of the Laws of Hong Kong) to enforce any terms of this General Terms & Conditions, Advertorial Terms and Conditions, and Rate Card.

## Advertorial Terms & Conditions

1. In addition to the terms hereunder, the General Terms and Conditions on the rate card previously provided shall apply to each contract for the insertion of an advertorial. In the event of any variations or inconsistency between the General Terms and Conditions and the terms below, the latter shall prevail.
2. The Advertiser undertakes to pay Sing Tao Limited in accordance with the advertorial rates, which includes the expenses for editorial write-up, photographs, design, and colour separation. Any request for extra service or processing will be entertained subject to the discretion of Sing Tao Limited and at extra charges.
3. The Advertiser shall:
  - 3.1 confirm the booking of the advertorial at the latest 14 working days before the intended date of appearance of the advertorial in Property Browser / Home Fantasy / Investment Weekly ("Publishing Date");
  - 3.2 settle the full amount due in respect of the advertorial at least 10 working days before the Publishing Date (Late payment may render the space reserved for the Advertiser forfeited);
  - 3.3 supply all the relevant information, theme, the main points or editorial write-up within the interviews session, which shall take place 14 working days before the Publishing Date;
  - 3.4 ensure that advertorial layout conforms with the standard format of Property Browser / Home Fantasy / Investment Weekly ; and
  - 3.5 pay a sur-charge equal to 20% of the relevant advertising fee if the order of advertorial is cancelled 14 days before the Publishing Date and 50% of the relevant advertising fee if the order is cancelled 7 working days before the Publishing Date.
4. The first draft and layout of the advertorial, except the colour proofs, will be sent to the Advertiser for approval. Unless otherwise notified by the Advertiser within the next 1 working day, Sing Tao Limited shall proceed with preparing the advertorial in accordance with the draft and layout accordingly.
5. Sing Tao Limited shall:
  - 5.1 be entitled to refuse editing or altering any write-up and artwork relating to the advertorial if it deems fit without giving any reasons therefor;
  - 5.2 have the right to decide on the final draft in relation to the editorial, photographs, and the layout of the advertorial; and
  - 5.3 reserve the right to revise the above terms and conditions during the term of the contract.
6. Sing Tao Limited shall have the copyrights and all other intellectual property rights of the advertorial advertisement.