



稻草人

香港首本有機生活期刊

2015 廣告價目表

簡介

- 《稻草人》由綠田園基金出版，是香港首本有機生活季刊，至今印刷量達 10,000 本，免費派發予大眾
- 自 1993 年創刊，便一直致力提供有機生活資訊，於每年的 3、6 及 9 月中出版
- 本刊的讀者包括本地的有機消費者及關注健康生活與環保的人士

為甚麼要在《稻草人》刊登廣告

- 展示你對有機生活及環境保護的支持
- 提高你在有機及綠色業界的形象
- 將你的品牌理念及機構訊息打進注重健康、環境保護的客戶裡

額外優惠

- 你的廣告同時刊登在《稻草人》網上版內
- 你的廣告亦會上載至本會的《稻草人》網頁 (請參閱 www.producegreen.org.hk/pgq.htm)

派發渠道

- 全港超過 160 個派發及借閱地點，包括私人屋苑會所，詳情請瀏覽《稻草人》網頁
- 發送給全港中小學及幼稚園
- 郵寄至接近 3,000 位綠色生活愛好者、會員及傳媒
- 電子版通傳至超過 15,000 個電郵用戶

廣告價目

內頁 (不指定位置)

彩色	
全版	HK\$ 10,500.00
半版 (直版 / 橫版)	HK\$ 5,950.00
1/3 版 (直版 / 橫版)	HK\$ 3,500.00
1/4 版 (直版)	HK\$ 2,700.00

特別位置

彩色	
封底	HK\$ 17,700.00
封面內頁	HK\$ 14,700.00
封底內頁	HK\$ 13,300.00
中央雙全版	HK\$ 31,500.00

優惠折扣

連續刊登 4 期	30%
連續刊登 3 期	20%
連續刊登 2 期	10%

廣告查詢

電話： 2674 1325
傳真： 2674 8077
電郵： dev@producegreen.org.hk



綠田園基金
PRODUCE GREEN FOUNDATION



2015 Rate Card

Background

- Produce Green Quarterly, PGQ (《稻草人》), is a Chinese organic lifestyle Free Magazine published by Produce Green Foundation since 1993.
- Provide quality green living news in pass 21 years and distributed over 160 key locations in HK.
- Loyally read by the most educated and environmental conscious readers in town.

Why adv with the PGQ??

- Show your actions in supporting Green & Organic matters.
- Raise your images and prospects in the local Organic & Green Living Industry.
- Approach a huge number of environmental friendly readers or your potential customers.

Bonus

- Your advertisement will be uploaded to our "Sponsors areas" of the PGQ page of our web site (www.producegreen.org.hk/pgq.htm) within the issue period.

General Rates

Inside Page (ROP)

4-Colour	
Full Page	HK\$ 10,500.00
Half Page (Vertical / Horizontal)	HK\$ 5,950.00
1/3 Page (Vertical / Horizontal)	HK\$ 3,500.00
1/4 Page (Vertical)	HK\$ 2,700.00

Prime Position

4-Colour	
Back Cover	HK\$ 17,700.00
Inside Front Cover	HK\$ 14,700.00
Inside Back Cover	HK\$ 13,300.00
Centerspread	HK\$ 31,500.00

Frequency Discount

4 consecutive issues	30% Off
3 consecutive issues	20% Off
2 consecutive issues	10% Off

Advertising contact

Tel: 2674 1325

Fax: 2674 8077

Email: dev@producegreen.org.hk



綠田園基金
PRODUCE GREEN FOUNDATION

2015 Advertisement

Booking Form

Please fill in the below form and Fax to: 2674-8077

Booking Position	Size (mm)	Rate (HK\$)	No. of Issue/Page	Amount	Official use
Inside page (Run of Page), 4-Colour					
Full Page	210(w) x 297(h)	\$10,500.00			
1/2 Page (Vertical)	105(w) x 297(h)	\$5,950.00			
1/2 Page (Horizontal)	210(w) x 148(h)	\$5,950.00			
1/3 Page (Vertical)	70(w) x 297(h)	\$3,500.00			
1/3 Page (Horizontal)	210(w) x 99(h)	\$3,500.00			
1/4 Page (Vertical)	105(w) x 148(h)	\$2,700.00			
Prime Position, 4-Colour					
Back Cover	210(W) x 297(h)	\$17,700.00			
Inside Front Cover	210(W) x 297(h)	\$14,700.00			
Inside Back Cover	210(W) x 297(h)	\$13,300.00			
Centerspread	410(W) x 297(h)	\$31,500.00			

Total Amount = _____

Advertisement Placement starts from: Issue No. _____ to No. _____

Free Placement in the "Support Our Sponsors" areas of the Foundation's web page:

☐ Produce Green Quarterly web page: <http://www.producegreen.org.hk/pgq.htm>

Advertiser Information:

Company Name: _____

Address: _____

Contact Person: _____ Title: _____

Telephone: (O) _____ (M) _____ Email: _____

Personal Data Collection Statement:

- The personal data provided in this form will be used by PGF staff for purposes related to the processing of booking and administration.
 - The personal data provided in this form will also be used by PGF staff for delivering our latest information including any activities, courses, trainings, talks and fundraising activities organised, discount, benefit and service offered, and other information related to local organic and green communities.
 - Advertisers wishing to access or make corrections to their data should submit written requests to PGF via email, fax or mail.
- ☐ If you **DO NOT WISH** to receive information as stated in point 2 of this statement, please indicate your objection by checking the box. You may also at any time unsubscribe from our mailing list through email, fax or mail.

Declaration:

- I have noted, understood and agreed the contents of the Personal Data Collection Statement.

Remarks:

Publication Date: 15 March, 15 June, 15 September, 15 December

Booking Deadline: 6 weeks before issue date

Material Deadline: 4 weeks before issue date

Materials Specifications: Size: 210mm(w) x 297mm(h), Bleed Margin: 10mm on each side, Digital File Formats: Photoshop (CMYK) / TIFF, JPEG, PDF FILE (300dpi)

Payment Methods: Please make crossed cheque payable to "Produce Green Foundation" and sent to 18 Hok Tau Village, Fanling, New Territories. Please mark "PGQ Adv" on the envelope.

Important Note: New advertiser has to pay in advance (Same as material deadline). After that, advertising fee should be paid within 7 days from the date of issue.

Sign & Company chop: _____

Date: _____

2015 Advertisement

General Conditions

The followings are certain general terms and conditions governing advertising published in Produce Green Quarterly published by Produce Green Foundation (the "Publisher").

1. Submission of advertising for publication constitutes acceptance of these terms by Advertiser and Agency. No conditions other than those set forth on this rate card shall be binding on the Publisher unless specifically agreed to in writing by the Publisher.
2. All advertisements and their content are subject to Publisher's approval. Publisher reserves the right to reject or cancel any advertisement, space reservation or position commitment at any time. Publisher shall not be liable for any costs or damages if for any reason Publisher fails to publish an advertisement, or for errors in key number or advertisers index.
3. Conditions, other than rates, are subject to change by Publisher without notice. Rates are subject to change upon notice from the Publisher.
4. Cancellation or changes in orders may not be made by the Advertiser or its Agency after the closing date.
5. Positioning of advertisements is at the discretion of the Publisher except where request for a specific position is granted, in writing, by the publisher.
6. Publisher is no liable for delays in delivery, or non-delivery, in the event of an Act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slow down, or any condition beyond the control of Publisher affecting production or delivery in any manner.
7. Advertiser and its Agency shall be jointly and severally liable for monies due and payable to Publisher for advertising ordered and published. Should collection efforts become necessary, Advertiser and its Agency agree to pay attorney fees, expenses, and costs incurred in connection with collection of all monies due.
8. Advertiser and its Agency warrant that they are properly authorized to publish the entire contents and subject matter of all advertising submitted for publication. When advertisements containing the names, likenesses and/or testimonials of living persons are submitted for publication, the order or re-quest for the publication thereof shall be deemed to be a warranty by the Advertiser and its Agency that they have obtained written consent of the use of the name, likeness and/or testimonial of each and every living person which is contained therein. Advertiser and its Agency agree to indemnify and hold Publisher harmless from and against any loss, expense or other liability resulting from any claims or suits for misappropriation, libel, violation of rights of privacy, plagiarism, copyright infringement and any other claims or suits that may arise out of the publication of such advertisement.