



稻草人

香港首本有機生活期刊

2011 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 15 years and distributed over 70 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 company "Banner" and "Hyperlink" will be uploaded to our "Sponsors areas" of the PGQ page of our web site within the issue period.

General Rates

Inside Page (ROP)

| | |
|----------------------------------|----------------|
| 4-Colour | |
| Full Page | HK\$ 10,500.00 |
| 1/2 Page (Vertical / Horizontal) | HK\$ 5,950.00 |
| 1/3 Page (Vertical / Horizontal) | HK\$ 3,500.00 |
| 1/4 Page (Vertical) | HK\$ 2,700.00 |
| 1/8 Page (Horizontal) | HK\$ 1,400.00 |

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 |

Advertorial (Extra and on-top of fees above)

HK\$4,000 per page including one time photo shooting, copy writing and layout design

Frequency Discount

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

Advertising contact

Mr. Herbert Chan Tel: 2674-1325

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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 | | | |
| 1/8 Page (Horizontal) | 105(w) x 74(h) | \$1,400.00 | | | |
| 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 | | | |
| Advertorial: | | | | | |
| As specified above | 210(W) x 297(h) | \$4,000.00 | | | |

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: _____

Contact Person: _____ Title: _____

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

Remark:

Advertorial: HK\$4,000 per page including one time photo shooting, copy writing and layout design (Please allow 4 weeks production time).

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, RPS 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: _____

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General Conditions

The following 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-request 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.

Advertising contact

Mr. Herbert Chan Tel: 2674-1325