

Display Advertising Rate

Effective: June 1, 2002

ROP	Size (H x W)	Full Colour HK\$195 pcc	Spot Colour HK\$140 pcc	Black & White HK\$85 pcc
Full page	34cm x 26cm	\$32,000	\$21,000	\$14,500
Junior page	27cm x 17.3cm	\$24,000	\$16,000	\$12,000
Half page (Horizontal)	17cm x 26cm	\$17,000	\$12,000	\$8,000
Half page (Vertical)	32cm x 13cm	\$17,000	\$12,000	\$8,000
Quarter page	17cm x 13cm	\$9,000	\$6,500	\$4,000
Bottom banner	6cm x 26cm	\$9,000	\$6,500	\$4,000
Double page spread	34cm x 54.5cm	\$59,500	\$39,000	\$27,000
Junior page spread	27cm x 37.4cm	\$43,500	\$29,000	\$22,000
Front Page				
Bottom banner	6cm x 26cm	\$12,000	Nil	Nil
Special size	15cm x 10cm	\$12,000	Nil	Nil

Deadlines

Bookings, written confirmation of orders must be received by the Display Advertising Department no later than 5:00pm as follows:

Daily paper ROP: 3 days before publication

Special positions: One week before publication

Special reports to a supplement: Two weeks before publication

All bookings are accepted subject to availability

Materials

All materials must be delivered to the Display Advertising Department by 4:00pm on the day before publication and on Saturday before 12 noon for Monday insertions.

Mechanical data: Screen 100 lpi

Material

Mono: One piece film positive recommended.

Full Colour: Positive film, right reading, emulsion down.

Due to the absorbency of newsprint and the very high speed at which the press runs, UCR/PCR techniques must be applied to colour separation meant for newspaper production. The instructions to separation houses should be that no single area of a full colour print should exceed 240% aggregate colour laydown. All separations must compensate, especially in the mid-tones, for 35% dot gain on newsprint.

Press proofs provided with material are to be on newsprint. Newspaper proofs should specify ink manufacturer. For more accurate reproduction, it is suggested a four-colour newsprint proof and individual colour proofs be supplied.

Display Advertising Department, 5th Floor, Sing Tao Building, 1 Wang Kwong Road, Kowloon Bay, Kowloon.

Advertising Hotline: (852) 3181 3311 Fax: (852) 2758 3579

e-mail: advertise@thestandard.com.hk www.thestandard.com.hk