



香港工業總會
FHKI Federation of
Hong Kong Industries

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Federation of Hong Kong Industries

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工總會員名錄

FHKI Members' Directory 2017-18

招登廣告

Call For Advertising



香港工業總會每年出版之【會員名錄】載有二千多家本港主要廠商、貿易和服務公司的詳盡資料，備受香港、內地及海外的企業歡迎。此名錄刊載重要的商業通訊資料，能迅速幫助各企業機構尋找合作夥伴及目標客戶，視為成效顯著之推廣平台。

The **Members' Directory**, Federation's annual publication, covers a comprehensive list of more than 2,000 prominent manufacturers, trading and servicing companies in Hong Kong. Well received by Hong Kong, the mainland and overseas business communities, the Directory also serves as an essential tool for organisations to reach directly the potential business partners and target customers.

Booking Deadline 截止訂位日期**15-8-2017****Material Deadline 截止交稿日期****22-8-2017**

Publication Schedule

發行日期 : 10. 2017

Circulation

發行量 : 3,000 copies 本

Size 尺寸

: 210mm X 285mm

Language 語言

: Chinese & English 中、英文

Specifications

: Offset and thread sewn binding

刊物格式

穿線釘裝

Cover 封面

260gsm art card;

Inner Page 內頁

80gsm art paper

Dividing Page 分隔頁

210 gsm art card with lamination

電腦檔案要求 Digital files required in below format

檔案格式: TIF, JPG, PDF 或 AI
 解像度: 350 dpi 或以上
 字體格式: 檔案內必須嵌入所有字體格式
 圖像: 檔案內必須嵌入所有圖像
 色彩模式: CMYK

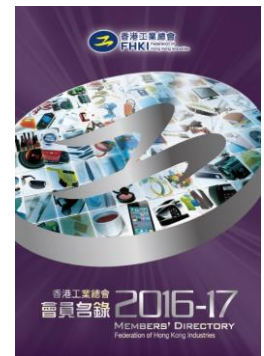
Format: TIF, JPG, PDF or AI
 Resolution: 350 dpi or above
 Fonts: All fonts must be Outlined
 Images: All images must be embedded
 Colour Mode: CMYK

全版廣告
Full Page Bleed廣告實際尺寸 Trim size
(W)200 x (H)285 mm出血尺寸 Bleed size
(W)206 x (H)291 mm文字範圍 Type area
(W)184 x (H)269 mm**半版廣告**
Half Page廣告實際尺寸 Trim size
(W)180 x (H)132.5 mm**Privilege Offer 尊享優惠**

預訂「重要位置」、「特別位置」、「分隔頁」或「跨頁彩色廣告」，更額外附送刊登於會員資料欄目的黑白公司商標 (價值\$680) 一次。

ONE complimentary logo (B/W Company Logo) (Valued at HK\$680) will be offered when booking for Prominent, Special Positions, Dividing Page or Double Page Spread.

| | | |
|-------------------------|--------|--|
| Ms Agnes Cheng 鄭嘉敏小姐 | ☎ ✉ | :2732 3171 :agnes.cheng@fhki.org.hk |
| Ms Alice Chan 陳慧明小姐 | ☎ ✉ | :2732 3179 :alice.chan@fhki.org.hk |
| Ms Bowie Ng 伍寶怡小姐 | ☎ ✉ | :2732 3109 :bowie.ng@fhki.org.hk |



We would like to book the following advertisement 本公司擬預訂以下廣告：

Company Name: _____

公司名稱：_____

Information of Contact Person 聯絡人資料

Name 姓名：_____ Tel. 電話：_____

Email 電郵：_____ Signature 簽名：_____

Prominent Positions, 4-colour (重要位置·四色)

| | |
|---|-------------|
| <input type="checkbox"/> Back cover (封底) | HK\$ 42,000 |
| <input type="checkbox"/> Inside front cover (封面裡) SOLD | HK\$ 38,500 |
| <input type="checkbox"/> Inside back cover (封底裡) | HK\$ 32,000 |
| <input type="checkbox"/> First page (第一頁) SOLD | HK\$ 32,000 |
| <input type="checkbox"/> Last page (最後一頁) SOLD | HK\$ 26,500 |

Special Positions, 4-colour (特別位置·四色)

| | |
|--|-------------|
| <input type="checkbox"/> Full page facing Publisher (全版對出版人) SOLD | HK\$ 23,000 |
| <input type="checkbox"/> Full page facing Membership Application Form (全版對會員申請表) SOLD | HK\$ 18,800 |
| <input type="checkbox"/> Full page facing Table of Contents (全版對目錄) SOLD | HK\$ 18,800 |
| <input type="checkbox"/> Full page facing Foreword (全版對前言) SOLD | HK\$ 17,200 |
| <input type="checkbox"/> Full page facing Advertisers' list (全版對廣告客戶索引) SOLD | HK\$ 17,200 |
| <input type="checkbox"/> Full page facing FHKI Leadership Introduction (全版對工總領導簡介) SOLD | HK\$ 17,200 |
| <input type="checkbox"/> Full page facing Introduction to FHKI (全版對工總簡介) SOLD | HK\$ 17,200 |

Dividing Page, 4-colour (分隔頁·四色) - 210 gsm art card with lamination

| | |
|--|-------------|
| <input type="checkbox"/> FHKI Full Member Dividing Page (工總會會員資料分隔頁) SOLD | HK\$ 23,000 |
| <input type="checkbox"/> Members' Index Dividing Page (工總會會員公司索引分隔頁) SOLD | HK\$ 21,000 |
| <input type="checkbox"/> PRD Council Member Dividing Page (珠三角工業協會會員資料分隔頁) SOLD | HK\$ 17,600 |
| <input type="checkbox"/> YEC Member Dividing Page (青委會會員資料分隔頁) | HK\$ 17,600 |
| <input type="checkbox"/> Q-Mark Licensee Dividing Page (香港 Q 嘜認證公司分隔頁) | HK\$ 17,600 |
| <input type="checkbox"/> D-Mark Approved Companies Dividing Page (D-Mark 認可公司分隔頁) | HK\$ 17,600 |
| <input type="checkbox"/> Certification Subscriber Dividing Page (簽證服務登記會員分隔頁) | HK\$ 17,600 |

4-colour Advertisement (彩色廣告) - position determined at the publisher's discretion

| | |
|--|-------------|
| <input type="checkbox"/> Double Page Spread (跨頁) | HK\$ 19,500 |
| <input type="checkbox"/> Full page (全版) | HK\$ 12,600 |
| <input type="checkbox"/> Half page (半版) | HK\$ 7,800 |

Listing (member only) (會員名單)

| | |
|--|----------|
| <input type="checkbox"/> B/W Company logo (黑白公司商標) | HK\$ 680 |
| <input type="checkbox"/> B/W ISO 9000 logo (黑白 ISO 9000 商標) | HK\$ 680 |
| <input type="checkbox"/> B/W Q-Mark logo (黑白 Q-Mark 商標) | HK\$ 680 |
| <input type="checkbox"/> B/W HK Awards for Industrial logo (黑白香港工業設計獎商標) | HK\$ 680 |