

Free **The Standard**

DEFICIT TO HIT \$39.9 BILLION

Wednesday, February 25, 2009 英文標準 www.thestandard.com.hk

THE 2009-10 BUDGET

FACING THE CRUNCH

We are responding with measures to ease the liquidity crunch in the financial system, relieve financing difficulties faced by enterprises, and bolster the community's confidence

TIMES ARE TIGHT

SMALL COMFORT: One-off tax reduction up to \$6,000 Rates waived for two quarters

SPECIAL EDITION




The First Free English Daily Newspaper in Hong Kong

Display Advertising Rate

SEPTEMBER 2008

Run-of-Page (ROP)	Size (H x W)	Full Color	Spot Color	Black & White
Full page	33 cm x 26 cm	\$88,000	\$55,000	\$40,000
Vertical half page	33 cm x12.9 cm	\$45,000	\$28,000	\$21,000
Horizontal half page	16 cm x 26 cm	\$45,000	\$28,000	\$21,000
Junior page	23 cm x17.3 cm	\$45,000	\$28,000	\$21,000
Vertical strip	33 cm x 8.4 cm	\$33,800	\$21,000	\$15,500
Horizontal banner	8 cm x 26 cm	\$24,500	\$15,500	\$11,500
Quarter page	16 cm x12.9 cm	\$23,000	\$14,500	\$11,000
1/6 page	16 cm x 8.4 cm	\$15,300	\$9,800	\$7,500
Per col cm		\$530	\$330	\$245

Supplement	Size (H x W)	Full Color	Spot Color	Black & White
Full page	33 cm x 26 cm	\$98,000	\$62,000	\$46,000
Vertical half page	33 cm x12.9 cm	\$50,000	\$32,000	\$24,000
Horizontal half page	16 cm x 26 cm	\$50,000	\$32,000	\$24,000
Junior page	23 cm x17.3 cm	\$50,000	\$32,000	\$24,000
Vertical strip	33 cm x 8.4 cm	\$38,000	\$23,800	\$17,500
Horizontal banner	8 cm x 26 cm	\$27,000	\$17,500	\$13,000
Quarter page	16 cm x12.9 cm	\$25,500	\$16,500	\$12,500
Per col cm		\$595	\$370	\$275

Column Size

Column	1	2	3	4	5	6
Width (cm)	4.2	8.4	12.9	17.3	21.5	26

Film Requirements

Method of Printing

Web Offset Litho

Screen

100 lpi

Black & White

One piece positive film, emulsion down

Full Colour

Positive film, right reading, emulsion down

UCR/PCR techniques must be applied to colour separations. Colour separation suppliers have to be advised that no single area of a full colour print should exceed 240% aggregate colour laydown. Colour proofs have to be in newsprint.

A four colour newspaper proof and individual colour proof must be supplied.

Digital Formats for Film Output

The Standard will only accept files in the following digital formats:

Digital working files

Adobe Illustrator version 9.0 / 10 / CS / CS2

Adobe Photoshop version 7.0 / CS / CS2

* All images should be in eps / tif / jpg format

* All images should have a resolution of 300dpi

* Colour proof must be provided for all digital files

* The text in Illustrator should be created in "Outline"

* All digital files including images and graphics for colour separation must be saved in CMYK colour space.

Remarks

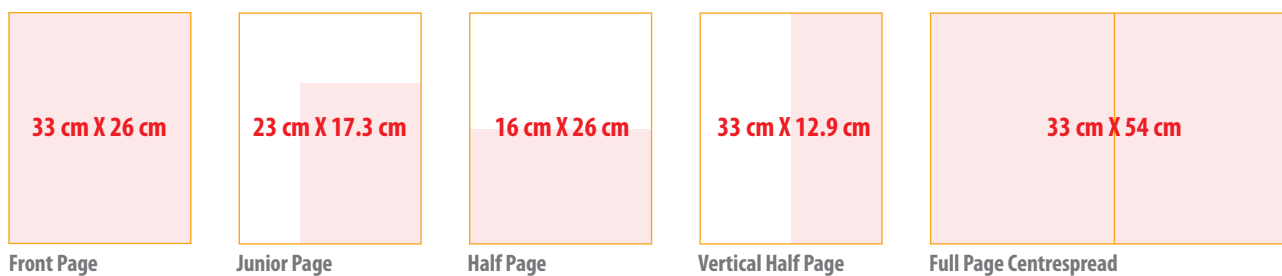
- Positions not listed will incur a 30% loading fee
- Special creative is welcome, creative fee is negotiable
- The Standard reserves the right to preempt the front page booking by news without prior notice and the right to make the final decision in the choice of front page advertisement

The Standard is Hong Kong's first free English newspaper. It delivers a lively mix of business, financial, local, China, international and sports news, as well as entertainment and lifestyle features. With its handy tabloid size, snappy layout and vibrant graphics, The Standard will deliver news in an easy-to-use, colorful and compelling format.

Display Advertising Rate (HK Dollars)

Effective: September 2008

Specified Position	Size (H x W)	Full Color / Spot Color / Black & White
Front cover	27 cm x 26 cm	\$280,000
Front cover bottom half	12 cm x 26 cm	\$138,000
Front cover bottom banner	5 cm x 26 cm	\$60,000
Front cover bottom right box	12 cm x 10 cm	\$60,000
Back cover	33 cm x 26 cm	\$150,000
P.3 Full page	33 cm x 26 cm	\$130,000
P.3 Horizontal half page	16 cm x 26 cm	\$68,000
P.3 Junior page	23 cm x 17.3 cm	\$68,000
P.5 Full page	33 cm x 26 cm	\$110,000
Full page centrespread	33 cm x 54 cm	\$190,000
Half page centrespread	16 cm x 54 cm	\$100,000
Front page – per col cm		\$2,200



Deadlines

Bookings

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

ROP 3 working days prior to publication

Specified position One week prior to publication

Supplement Two weeks prior to publication

* All bookings are accepted subject to availability

Materials

Colour Separation Films & Colour Proof

- To reach Sing Tao Centers** within open hours 2 working days prior to publication date.
Open Hours: Monday to Saturday (10:00 am to 6:00 pm). Close on Sunday and Public Holidays
- To reach The Standard - Display Advertising Department** 2 working days prior to publication.
Address: 10/F., Sing Tao News Corporation Building, 3 Tung Wong Road, Shau Kei Wan, Hong Kong.
Att: The Standard - Display Advertising Department
- Digital Files** 3 working days prior to publication

Cancellations

ROP 2 days prior to publication

Specified position 3 days prior to publication

Supplement one week prior to publication

Advertising Hotline: (852) 3181 3311 / (852) 2798 2866 Fax: (852) 2758 3579

Conditions of acceptance

1. The Standard, hereinafter called the Publisher, reserves the right to refuse, replace, cancel or amend all or part of any advertisement copy and/or artwork which may be deemed unsuitable for publication without prior notice to the Advertiser or his Agent. Nor does it accept responsibility for errors which occur in the typesetting of advertisements. No terms stated by the Advertiser on his order shall be binding unless agreed to in writing by the Publisher, nor is an order considered a contract.
2. While exercising normal care, the Publisher cannot accept liability for damage or loss to advertisement copy or artwork or for any loss arising out of non-publication, or amendment aforesaid.
3. The Publisher shall endeavor to adhere to the publication date(s) in the Advertiser's insertion order. Insertions missed inadvertently will be made good on date(s) agreed with the Advertiser.
4. Booking dates may only be varied if the Advertiser gives notice not less than two days (48 hours) prior to publication date. No cancellation of insertion orders will be accepted after order deadline.
5. The Advertiser and its appointed Agency shall be liable to the Publisher and indemnify the Publisher against all claims, demands, and costs resulting from or arising out of publication of any advertisement or advertisements, including all legal fees incurred.
6. The Standard reserves the right to preempt the front page booking by news without prior notice and the right to make the final decision in the choice of front page advertisement
7. All accounts rendered are due for payment on the eighth day of the month following publication. Credit of 30 days is allowed only to recognized Advertising Agencies after which time all accounts become due. Casual advertising must be prepaid.
8. A commission of 15% on the gross amount billed is applicable to Advertising Agencies recognized by the Publisher.
9. All requests for advertising space must be accompanied by an official Insertion Order and Publisher's Contract. The submission of an advertisement constitutes a warranty by the Advertiser to the Publisher that it has all the necessary authority/ies and / or permission for insertion and that the said advertisement does not constitute a breach of any laws of Hong Kong, restrictions or prohibitions. Any claims must be made in writing within 48 hours after publication or date of agreed publication to the Advertising Director of the newspaper concerned at its published address. Unless such claims are made in the time stipulated, they shall be deemed to have been waived.
10. ROP (Run of Paper) insertions may appear on any page within the publication for which they are booked at the sole discretion of the Publisher. Specified Positions (for which a surcharge is added) will be accepted subject to space being available on the page specified. Whereas every effort is made to ensure that competitive advertising does not appear on the same page, there is no guarantee that this will not occur due to space limitations.
11. Attention is drawn to the deadlines applicable to different publications of The Standard. Failure to meet them may result in the non-appearance of an insertion for which the Publisher will not accept responsibility or liability, and will charge the Advertiser accordingly.
12. The Publisher is not responsible for errors in key numbers.
13. While every case is taken to ensure accuracy, the Publisher cannot be held responsible for errors in advertisements.
14. Advertisers who have entered into a contract with The Standard will enjoy a limited rate protection in the event of increases by published announcements in the newspaper but the Publisher reserves the right to amend any of its advertising rates without prior notice.
15. The Advertiser shall be responsible for the amount of space booked or for cancellation or non-receipt of copy after deadline.
16. The Publisher accepts no responsibility for any expense incurred in the preparation of artwork for advertisements in supplements or other publications included with copies of their newspapers in the event of their being cancelled for whatever reason or any loss incurred because of this cancellation.
17. Color separation costs should be borne by the Advertisers/Advertising Agencies.
18. In the case of color advertisements, the Publisher will match color samples supplied by the Advertiser within the technical limitations of processing equipment but accepts no liability for deviations in color when published, nor any costs incurred by the Advertiser or his Agent because of such deviation.
19. All color proofs must be supplied on newsprint.
20. When Advertisers fail to submit advertising copy/artwork before copy deadline, the Publisher reserves the right to use any on-hand artwork/copy of the same Advertiser. The Publisher will not accept any responsibility or liability, and will charge the Advertiser accordingly.

Advertising Hotlines: (852) 3181 3311 / (852) 2798 2866

Fax: (852) 2758 3579

Email: advertise@thestandard.com.hk

Website: www.thestandard.com.hk

Address: 10/F., Sing Tao News Corporation Building,
3 Tung Wong Road, Shau Kei Wan, Hong Kong

