

### Special Position 特別位置



Mega Front Cover  
大封面



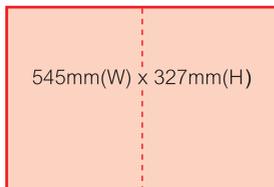
Front Cover  
封面



Mini Front Cover  
迷你封面

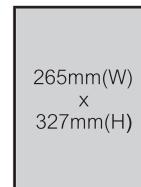


Front Cover  
Bottom Banner  
封面底橫條



Full Page Centrespread  
中央雙全版

### Run-of-Page (ROP) 內頁廣告



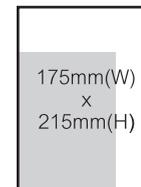
Full Page  
全版



Horizontal Half  
Page  
橫半版



Vertical Half  
Page  
直半版



Junior Page  
小全版

### Advertising Rate\* 廣告版位價目\*

#### Special Position 特別位置

| Specifications<br>廣告規格                | Size (W X H)<br>廣告尺寸 (闊X高) | Full Color/ BW+Red/ Black & White<br>四色(HK\$)/黑白套紅(HK\$)/黑白(HK\$) |
|---------------------------------------|----------------------------|---|
| Mega Front Cover 大封面                  | 260mm x 327mm              | 1,238,000   |
| Front Cover 封面                        | 260mm x 280mm              | 1,144,000   |
| Mini Front Cover 迷你封面                 | 210mm x 280mm              | 894,000   |
| Front Cover Bottom Banner 封面底橫條       | 260mm x 35mm               | 135,000   |
| Outside Back Cover 封底                 | 265mm x 327mm              | 530,000   |
| Page 3 Full Page 第三頁全版                | 265mm x 327mm              | 458,000   |
| Page 5 Full Page 第五頁全版                | 265mm x 327mm              | 437,000   |
| Front Half Full Page 前半疊全版            | 265mm x 327mm              | 416,000   |
| Full Page Centrespread 中央雙全版          | 545mm x 327mm              | 801,000   |
| Half Page Centrespread (H) 中央雙橫半版     | 545mm x 160mm              | 416,000   |
| Front Page Left/Right Sky Box 封面左/右上角 | 63mm x 40mm                | 68,000  |
| Front Page - Per column cm 封面每厘米欄     | -                          | 7,780   |

#### Run-of-Page (ROP) 內頁廣告

| Specifications<br>廣告規格   | Size (W X H)<br>廣告尺寸 (闊X高) | Full Color<br>四色(HK\$) | BW+Red<br>黑白套紅(HK\$) | Black & White<br>黑白(HK\$) |
|--------------------------|----------------------------|------------------------|----------------------|---------------------------|
| Full Page 全版             | 265mm x 327mm              | 354,000                | 254,000              | 217,000                   |
| Vertical Half Page 直半版   | 130mm x 327mm              | 186,000                | 134,000              | 114,000                   |
| Horizontal Half Page 橫半版 | 265mm x 160mm              | 186,000                | 134,000              | 114,000                   |
| Junior Page 小全版          | 175mm x 215mm              | 226,000                | 160,000              | 138,000                   |
| Quarter Page 四分之一版       | 130mm x 160mm              | 93,000                 | 67,000               | 57,000                    |
| Horizontal Banner 橫條     | 265mm x 83mm               | 126,000                | 88,000               | 76,000                    |
| Vertical Strip 直條        | 85mm x 327mm               | 127,000                | 92,000               | 79,000                    |
| 1/6 Page 六分之一版           | 85mm x 160mm               | 66,000                 | 45,000               | 41,000                    |
| Per Column cm 每厘米欄       | -                          | 2,470                  | 1,760                | 1,490                     |

#### Column Size / 欄目規格

| Column    | 1  | 2  | 3   | 4   | 5   | 6   |
|-----------|----|----|-----|-----|-----|-----|
| Width(mm) | 40 | 85 | 130 | 175 | 220 | 265 |

#### Booking Deadline / 訂位日期

3 working days before publication date.  
出版日前三個工作天

#### Material Deadline / 稿件截止日期

File Submission  
One working day prior to publication date.

檔案提交:  
刊登前一個工作天

#### Colour Proof

- To reach Sing Tao Center within open hours\*  
two working days prior to publication date.  
\*Open Hours: Monday to Saturday (10:00a.m. to 6:00p.m.)  
Close on Sunday and Public Holiday.

Address: 8/F, Sing Tao News Corporation Building, 7 Chun Cheong Street,  
Tseung Kwan O Industrial Estate, Tseung Kwan O,  
New Territories, Hong Kong.

Attn: Headline Daily - Advertising Department.  
Tel: 3181 3666 Fax: 3101 5556

#### 打稿可送往:

- 1. 星島中心** 稿件呈交時間: 刊登前二個工作天  
星島中心營業時間:  
星期一至星期六上午十時至下午六時:  
星期日及公眾假期休息
- 2. 頭條日報** 稿件呈交時間: 刊登前二個工作天  
**總社廣告部** 請註明: 頭條日報廣告部  
地址: 香港新界將軍澳  
將軍澳工業邨駿昌街七號星島新聞集團大廈八樓  
電話: 3181 3666 傳真: 3101 5556

#### Cancellation / 取消

- Run-of-page (R.O.P.): 2 working days in writing before publication date.  
一般廣告版位: 客戶必須於出版前兩個工作天作書面通告, 否則不予辦理。
- Front Cover / Outside Back Cover / Odd Size: No Cancellation  
封面/底及特別位置, 不可取消

#### Agency Commission / 廣告佣金

15% is included in the advertising rates.  
15% 廣告佣金已包括在廣告費內

#### Loading / 附加費

30% on fixed position. 指定位置需付30%附加費

\* For details, please contact our Advertising Department at 3181 3666.

### Guideline for output file / 輸出檔案指引

Headline Daily can accept the following software's file for film output, also the file need to meet the requirements listed below:

File Format : PDF/x-1a:2003 (Acrobat PDF 1.3), no other format can be accepted

Image Format : Color Image Size : 200dpi至260dpi (Color Space: CMYK)

Gray Scale Image Size: 200dpi至260dpi (Color Space: Gray)

Other Setting : Use "Crop image to fit frames"

Compression : JPEG High Quality or above

Color Management Setting : do not change any setting.

Page Setup : Page Size same as Document Size

Bleeding and Print Mark : not necessary

Fonts Usage : Embedded all fonts or Create paths

Font size : Point 6 or above is recommended

頭條日報接受以下軟件輸出菲林，檔案請跟如下項目要求：

檔案格式：PDF/x-1a:2003 (Acrobat PDF 1.3)，不接受其他格式檔案

影像規格：彩色影像大小：200dpi至260dpi (色域：CMYK)

灰階影像大小：200dpi至260dpi

其他設定：使用『裁切影像資料以符合框架』

壓縮：JPEG壓縮，品質『高』或以上

色彩管理：不需更改設定

頁面大小：以廣告的大小設定為頁面大小

出血及印刷標記：不需設定

字體使用：內嵌所有字體，或將字變成外框字

字體大小：建議size 6或以上

### Software / 軟件

Available Software : Illustrator Version CS 5.1  
Photoshop Version CS 5.1

支援軟件 : Illustrator CS 5.1 版本  
Photoshop CS 5.1 版本

### Requirements / 要求

- \* All photoshop files should be at least 300 DPI / Actual size in CMYK format.
- \* The text in Illustrator should be created in OUTLINE.
- \* Color proof is a must for file output.
- \* If the files are put on the FTP server, please email the server IP address, Log on account, Password together with the output file name or the folder name

- \* 所有相片檔案不少於300像數/CMYK格式在原來尺寸。
- \* 文字在 Illustrator 軟件內必須將字轉成圖像。
- \* 所有檔案必須跟彩色打稿。
- \* 如採用FTP伺服器，請用電郵傳輸伺服器網域地址，登入戶口密碼，輸出資料夾或輸出檔案名稱。

### Printing Details / 印刷細則

Method of Printing : Web Offset

Screen : 120 lines / inch for both black and white and four colour ads

Positive film, emulsion side down

- Surcharge applies for using film submission at HK\$500 each time

印刷方式：捲筒柯式印刷

網線：黑白與彩色廣告均為120網 / 陽片菲林跟打稿，文字正面藥膜向下

- 以菲林來稿需繳附加費每次HK\$500

### Files Transmission / 檔案傳送

Protocol : FTP

Compression : Windows: ZIP, SIT or RAR / Mac: SIT

傳送方式：FTP

壓縮方式：Windows: ZIP, SIT or RAR / Mac: SIT

### Color Proofing / 彩色稿：

Paper Type: News Print Paper

Process Proof or Inkjet Proof is acceptable. Inkjet Proof is required to print on a color inkjet printer with color management system.

用紙：新聞紙

色稿方式：四色油墨稿或噴墨稿均可，噴墨稿必須具色彩管理功能的彩色噴墨打印機打印。

## General Terms and Conditions 條款及條件

1. The Advertiser or Advertising Agency (hereinafter called "the Advertiser") shall not cancel orders for Advertisement (which means matter to be printed on the page of, or separately inserted, in Headline Daily) after the booking deadline.
2. Sing Tao Limited (hereinafter referred to as "Headline Daily") reserves the right at its absolute discretion to decline to publish, or to omit, suspend or change the position of any Advertisement if it considers necessary and desirable without giving any reasons of why it is doing so.
3. All advertising bookings must be accompanied by an advertising service contract, which must be signed by the Advertiser or Advertising Agency or the authorized person thereof ("the Advertiser") and affixed with the company's stamp in the event of corporate Advertiser. Sing Tao Limited ("Headline Daily") will not be bound by any terms, conditions or instructions unilaterally imposed on the advertising service contract submitted by or on behalf of the Advertiser.
4. The Advertiser warrants that:
  - 4.1 the Advertiser contracts with Headline Daily as principal (irrespective of whether it is an advertiser or an advertising agent or a media buyer. In case it is an agent, authorization to place the Advertisement has been obtained from the advertiser); and
  - 4.2 the publication of the Advertisement by Headline Daily will not be in breach any contract or violate any copyright, trademark, any applicable laws and rules, or any other personal or proprietary right of any person.
5. Headline Daily will not be liable for any loss, damage or claim resulting from the failure of any Advertisement to appear from any cause whatsoever, or for the failure of an Advertisement to appear on a specified date.
6. Advertisement materials must conform to the production and quality specifications and any other requirements stipulated or referred to in the Rate Card. Materials submitted by the Advertiser which require extra processing will be subject to extra charge. Advertisement will be published according to the materials submitted and Headline Daily shall not be responsible for any error occurred because of or contained in the said materials.
7. The Advertiser submitting the Advertisement shall indemnify Headline Daily against all costs, losses, damages and liabilities arising out of any claims, legal actions or threatened legal actions in relation to or arising from the publication of the Advertisement in accordance with the copy instruction or advertising contract supplied to Headline Daily by the Advertiser.
8. If Headline Daily does not receive amendment of copy instructions before the material deadline, it reserves the right to repeat the copy last used and the advertiser shall be in any event liable to pay the full cost of such advertisement published. Late delivery of advertising material or cancellation of booking after the deadline will result in forfeiture of the space reserved and the Advertiser shall be liable to pay the full cost in any event.
9. Headline Daily shall not be responsible for any loss or damage of the supplied advertising materials and the Advertiser shall at

its own expenses collect them at the office of Headline Daily within two months after publication of the advertisement, failing which Headline Daily shall be entitled to destroy them as it deems fit without any liability to the Advertiser.

10. Headline Daily will not entertain any claims made by the Advertiser in respect of any error in the Advertisement if such claim is made after the fourteenth day following that in which the Advertisement appears. The liability of Headline Daily shall be limited to a maximum at its option of repaying the charge for the Advertisement or republishing the Advertisement free of charge for a second time. Such complaints or claims shall not affect the liability of the Advertiser for payment by the due date for that and all other advertisements of Headline Daily.
11. Payment of accounts for the new Advertiser shall be fully made on the date of submitting the relevant advertising service contract failing which the contract is void. Payment of account for the credit approved Advertiser shall be made not later than the fourteenth day from the date of invoice. Late payment will be charged overdue interest at the rate of prime plus 4% per annum. Payment should be made by crossed cheque drawn in favour of "Sing Tao Limited" in Hong Kong Dollars without any deduction or set-off.
12. Headline Daily shall be entitled to insert the word "Advertisement" or "廣告" in such manner as it deems fit on the advertisement without prior notice to the Advertiser if Headline Daily is of the opinion that the advertisement warrants such description.
13. In the event of Advertiser is in breach of any conditions stipulated herein, the net total amount or any part thereof which remains outstanding shall become due and payable. Headline Daily shall have the right to claim for the immediate payment of the same, notwithstanding any provision contained herein to the contrary.
14. The submission of an advertising service contract for the insertion of an Advertisement shall amount to an acceptance of the above conditions. Any conditions stipulated on an Advertiser's order form or elsewhere by an Advertiser shall be void so far as they are in conflict with the above conditions.
15. Headline Daily reserves the right to pre-empt the front page booking by news without prior notice and the right to make the final decision in the choice of front page advertisement.
16. Headline Daily shall not be liable (whether in contract, tort or under any statute or otherwise) to the Advertiser under any circumstances for any direct, indirect or consequential loss including without limitation any loss of revenue or profits, damage or liability incurred or sustained by the Advertiser in relation to or arising out of any acts and things as "MTR" Corporation Limited may in its absolute discretion consider necessary and expedient for the smooth operation of its railways including, but not limited to, the suspension of its service and the closure of any stations or any part thereof.
17. Any person or entity who is not a party to this Rate Card shall have no rights under the Contracts (Rights of Third Parties) Ordinance (Cap. 623 of the Laws of Hong Kong) to enforce any terms of this General Terms and Conditions and this Rate Card.