

HKRMA 2023 Annual Report Advertisement Booking Form

Booking deadline 20 October 2023 / Material deadline: 3 November 2023

| 2022 Annual Report Advertisement* | Pagination Reference on <u>2022 Annual Report (E-version)</u> | Bonus Advertisements Annual Report Website | HKRMA Member - Price | Non-Member - Price |
|--|---|--|----------------------|--------------------|
| <p>1. Premium Spread* - High Resolution PDF[^] with hyperlink to your website</p> <ul style="list-style-type: none"> ● #1-2 (<i>Before Content</i>) OR ● #3-4 (<i>Before Year at a Glance</i>) <p>*</p> <p>(Spec: 410mmW x 280mmH px)</p> | P.2 – P.3 P.6 – P.7 | <p>Sub-banner A</p> <p>900W x 180H px (PNG, JPG, GIF)</p> | HK\$ 38,000 | HK\$ 48,000 |
| <p>2. Standard Spread* - High Resolution PDF[^] with hyperlink to your website</p> <ul style="list-style-type: none"> ● Spread #5: After Year at a Glance ● Spread #6: After Congratulatory Message ● Spread #7: Before Chairman Report ● Spread #8: Before Achievements <p>(Spec: 410mmW x 280mmH px)</p> | P. 10 – 12 P. 25 – 27 | <p>Sub-banner A</p> <p>900W x 180H px (PNG, JPG, GIF)</p> | HK\$23,000 | HK\$33,000 |
| <p>* Spaces for both premium spread & spread page are limited. Pagination allocation will be on first-come-first served basis.</p> <p>3. Full Page - High Resolution PDF[^] (ROP, Random placement) with hyperlink to your website</p> <p>(Spec :280mmH x 205mmW px)</p> | P. 56 - 66 | <p>Sub-banner B</p> <p>900W x 90H px (PNG, JPG, GIF)</p> | HK\$13,000 | HK\$18,000 |

Bonus Advertisements Annual Report Website [\(2022 Annual Report Website Reference\)](#)

Sub-Banner A
900W x 180H px
(PNG, JPG, GIF)



Sub-Banner B

900W x 90H px
(PNG, JPG, GIF)



Reminders for Artwork Submission:

^ For High Resolution PDF, please note:

- Advertisers are required to submit artwork file in high resolution PDF file (at least 3MB) & e-banner (PNG, JPG, GIF) according to the above specification of their ad order and the hyperlink on or before 3 November 2023 and email to eo@hkrma.org.
- All fonts are converted to outlines.
- Linked Graphics are included or embed all of your placed / imported images when you send your artwork.
- All images must be in CMYK color.
- Artwork resolution is at least 300 dpi.

Remarks:

- The sequence of ROP advertisements will be arranged according to the page size (i.e. the total value of advertisement placement) from spread page to full page ROP and then next by alphabetical order of company name.
- Please kindly note that your contact information will be provided to HKRMA's production house CD Concept for follow up action.
- HKRMA reserves the right of final decision on all matters related to 2023 Annual Report advertisement.

2023 HKRMA Annual Report Advertisement Booking Form

Please advertisers to return this booking form by email to eo@hkrma.org / peggy.ng@hkrma.org by the booking deadline **20 October 2023**.
(Material deadline: 3 November 2023)

Contact Information:

| | | | | | |
|---|------------------------------|--|-----------------------|--|------------------------------|
| Company Name | | | Contact Person | | |
| Email Address | | | Phone | | HKRMA Member Yes / No |
| Our company want to book the selected advertisement option. (Tick ✓ where appropriate) | Advertisement Options | | | Artwork Spec | |
| | | 1. Premium Spread + Sub-banner A (\$38,000 / \$48,000) with hyperlink to your website | | Spread: 410mmW x 280mmH px (high res. PDF) Banner: 900W x 180H px (PNG, JPG, GIF) | |
| | | 2. Standard Spread + Sub-banner A (\$23,000 / \$33,000) with hyperlink to your website | | Spread: 410mmW x 280mmH px (high res. PDF) Banner: 900W x 180H px (PNG, JPG, GIF) | |
| | | 3. Full Page + Sub-banner B (\$13,000 / \$18,000) with hyperlink to your website | | ROP: 280mmH x 205mmW px (high res. PDF) Banner: 900W x 90H px (PNG, JPG, GIF) | |

Reminders for Ad Booking:

1. Invoice will be sent to contact person upon this order form submission.
2. No cancellation will be accepted after form submission and advertisement placement.
3. Full payment should be settled by cheque payable to “Hong Kong Retail Management Association Ltd.” within 2 weeks upon the submission of order placement. Please send the cheque to HKRMA, 7/F., First Commercial Building, 33-35 Leighton Road, Causeway Bay, Hong Kong, together with the signed order form.