



ADVERTISING RATES (HKD)

Prime Pages

Back Cover	17.000	4x 15.500	8x 13.000
Inside Front Cover	14.000	4x 12.500	8x 11.000
Inside Back Cover	13.000	4x 11.500	8x 10.000
Inside Front Page	12.000	4x 10.500	8x 9.000
Opposite <i>Content</i> Page	11.500	4x 10.500	8x 9.500
Opposite <i>What's On</i> Page	10.500	4x 9.500	8x 8.500
Opposite <i>Features</i> Page	10.500	4x 9.500	8x 8.500
Opposite <i>Art Market</i> Page	10.500	4x 9.500	8x 8.500

Inside (ROP)

Double Page Spread	17.000	4x 15.500	8x 13.000	
Full Page	9.500	4x 8.500	8x 7.500	
Half Page	7.500	4x 6.800	8x 6.000	
Quarter Page	4.500	4x 4.000	8x 3.500	guaranteed positions +20%

Inserts (1 page)	7.500	4x 5.800	8x 5.100
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Art Directory & Calendar (Hong Kong, Taiwan and mainland China)

Gallery Listing Package 4.500 (per annum)

- Inclusions**
- address, contact details, gallery description
 - listing of opening reception in *Happenings*
 - 10 entries in *Artist Index*
 - 1 *Calendar* entry per issue (image, exhibition details)
 - HKD 4.500 one off discount on listed advertising rate for a full page ad (ROP only)

Gallery Calendar Listing 2.000 (one off listing)

Art Directory

Standard Listing 2.800

Web Banner

85 x 85 pxl 2.500 per month

Deadlines

Advertising booking: 10th of the month
 Advertising artwork: 15th of the month
 Publication date: first week of the month

Payment

Please make cheques payable to Global Mind Asia Pacific Ltd. (please note your company name and invoice number on the back) If you would like to transfer amounts into our bank account please refer to our bank details on your invoice.



SPECIFICATIONS

<p><u>Full Page</u></p> <p>Bleed size: 210 mm(h) x 150 mm(w)</p> <p>Trim size: 190 mm(h) x 130 mm(w)</p>	<p><u>Half Page</u> <i>vertical</i></p> <p>Trim size (no bleed): 177 mm(h) x 60 mm(w)</p>
	<p><u>Quarter Page</u></p> <p>Trim size (no bleed): 87 mm(h) x 60 mm(w)</p>

<p><u>Half Page</u> <i>horizontal</i></p> <p>Trim size (no bleed): 87 mm(h) x 120 mm(w) trim size</p>

Back Cover

Bleed size: 200 mm(h) x 150 mm(w)

Trim size: 190 mm(h) x 140 mm(w)

Double Page Spread

Bleed size: 210 mm(h) x 300 mm(w)

Trim size: 190 mm(h) x 280 mm(w)

Technical Requirements

Please supply ads as high resolution pdf (300dpi)

Ads/images must be in CMYK colour mode

Ads/images must have 300dpi resolution

Finished work can be submitted by email, on disc or uploaded to ftp