



规格 Specification

总则 General Policy

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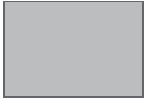










Advertisers and advertising agencies assume liability for all content of advertisements printed and also assume responsibility for any claims arising there-from made against the publisher. The publisher reserves the right to reject advertising not conforming to publication standards. The publisher reserves the right to place the word "advertisement" with copy, which, in the publisher's opinion, resembles editorial materials. The publisher is not responsible for errors in key numbers. Publisher is not liable for delays in delivery and/or non-delivery in the event of an Act of God, action by any government or quasi-government entity, fire, flood, insurrection, riot, explosion, embargo, strike, whether legal or illegal, labor or material shortage, transportation, interruption of any kind, work slowdown, or any condition beyond the control of the publisher affecting production or delivery in any manner.

In the event of non-payment, the publisher reserves the right to hold the advertiser and/ or agency jointly and severally liable for such monies as are due and payable to the publisher. The publisher will not be bound by any conditions, printed or otherwise, appearing on any insertion order or contract when they conflict with the terms and conditions of this rate card.

关于取消广告 Cancellations

在规定期限之后，广告不得改变或取消。在规定期限之前，如要取消广告，必须以书面通知。

No cancellations or changes will be accepted after space closing date. Notification of cancellations prior to closing date must be in writing.

| | 跨版 Spread Page | 整版 Full Page | 2/3 版纵向 Page Vertical | 2/3 版横向 Page Horizontal | 1/2 版纵向 Page Vertical | 1/2 版横向 Page Horizontal | 1/2 版岛形 Page Island | 1/3 版纵向 Page Vertical | 1/3 版横向 Page Horizontal | 1/4 版 Page | 1/6 版 Page | |
|----------------------------------|--|---|---|---|--|--|--|---|--|---|--|--|
| 有效面积 Live Area (Non-Bleed) |  381mm x 254mm 15" x 10" |  178mm x 254mm 7" x 10" |  114mm x 248mm 4.5" x 9.75" |  178mm x 168mm 7" x 6.61" |  86mm x 248mm 3.375" x 9.75" |  178mm x 124mm 7" x 4.875" |  114mm x 187mm 4.5" x 7.375" |  57mm x 248mm 2.25" x 9.75" |  178mm x 84mm 7" x 3.31" |  86mm x 124mm 3.375" x 4.875" |  57mm x 124mm 2.25" x 4.875" | |
| 裁切尺寸 (Trim) | 406mm x 273mm 16" x 10.75" | 203mm x 273mm 8" x 10.75" | ※ 有效面积: 包括所有广告内容 (文字, 图像和照片) Live Area: Including all essential elements (text, graphics & photos) | | | | | | 70mm x 273mm 2.76" x 10.75" | | | |
| 出血尺寸 (Bleed) | 419mm x 279mm 16.45" x 11" | 209mm x 279mm 8.25" x 11" | | | | | | | 76mm x 279mm 2.99" x 11" | | | |

行政及销售人员 Administration & Sales offices

行政人员 Administration

HK Head Office (香港总部)

ACT International (雅时国际商讯)
Unit B, 13/F, Por Yen Buiding, No. 478 Castle Peak Road, Cheung Sha Wan, Kowloon, Hong Kong
Tel: 852 2838 6298

Shenzhen (深圳)
Tel: 86 755 25988571

Shanghai (上海)
Tel: 86 21 62511200

Beijing (北京)
Tel: 86 10 58607751

Publishing Director (出版总监)
Adonis Mak (麦协林), adonism@actintl.com.hk

Publisher & Global Sales Director (社长及全球销售总监)
Mark Mak (麦协林), markm@actintl.com.hk

General Manager - China (中国区总经理)
Michael Tsui (徐旭升), michael@actintl.com.hk

Associate Publisher & Editor-in-Chief (副社长总编辑)
Winson Xing (邢文胜), winsonx@actintl.com.hk
Tel: 86 10 5860 7751

US Office

PennWell Corporation
98 Spit Brook Road, Nashua,
NH 03062-5737 USA

Group Publisher
Susan Smith, susans@pennwell.com
Tel: 1 603 891 9447

Editorial Director and Associate Publisher
Stephen M. Hardy, stephenh@pennwell.com
Tel: 1 603 891 9454

销售人员 Sales Offices

China (中国)

Shenzhen (深圳)
Sales Director-China (中国区销售总监)
Angela Zheng (郑晓勤), angelaz@actintl.com.hk
Tel: 86 755 25988571

Hong Kong (香港特区)
Mark Mak (麦协林), markm@actintl.com.hk
Tel: 852 2838 6298

Taiwan (台湾地区)
Angela Zheng (郑晓勤), angelaz@actintl.com.hk
Tel: 86 755 25988571

Asia (亚洲)

Australia
Mark Mak, markm@actintl.com.hk
Tel: 852 2838 6298

Japan
Manami Konishi, konishi-manami@ics-inc.co.jp
Tel: 81-3-3219-3641

Singapore, Malaysia, Thailand, Indonesia
Publicitas Singapore Pte Ltd.
Peggy Thay, peggy.thay@publicitas.com
Tel: 65-6836-2272

North America (北美)

Kathleen Skelton, kathleens@pennwell.com
Tel: 1-603-891-9203

Europe & Middle East (欧洲及中东)

UK & Scandinavia
Tony Hill, tonyh@pennwell.com
Tel: 44-1442-239547

France, Benelux, Spain, Portugal,
West Switzerland, Greece
Luis Matutano, luism@pennwell.com
Tel: 33-1-3076-5543

Germany, Austria, Northern
Switzerland, Eastern Europe
Holger Gerisch, holgerg@pennwell.com
Tel: 49-8856-8020228

Israel
Dan Aronovic (Tel Aviv), aronovic@actcom.co.il
Tel: 972-9-899-5813

Send your booking orders & ad materials by email, courier or FTP upload. Contact Mandy for details. 请通过电邮, 速递或FTP上载提交广告订单及物料。若有需要请联系Mandy

Ad Service Manager (广告服务经理)
Mandy Choy (蔡万芳), mandyc@actintl.com.hk
Tel: 852 2838 6298