

全球首份中文免費日報

逢星期一至五覆蓋沿途66個港鐵 免費派發！

包括荃灣綫、觀塘綫、港島綫、
南港島綫、將軍澳綫、東涌綫及機場快綫

BRAND NEW

2019

RATE
CARD

Effective From January 1

REGULAR POSITION (R.O.P)



PRICE LIST

ROP 內頁

	Size 尺碼 (W×H) (闊×高)	Full Colour 彩色 (HK\$ 港幣)	B/W + Red 黑白套紅 (HK\$ 港幣)	B/W 黑白 (HK\$ 港幣)
1. Full Page 內頁全版	265mm × 327mm	305,000	210,000	180,000
2. Junior Page 內頁小全版	175mm × 215mm	200,000	138,000	115,000
3. Horizontal Half Page 橫半版	265mm × 153mm	160,000	111,000	94,000
4. Vertical Half Page 直半版	130mm × 327mm	170,000	115,000	100,000
5. Horizontal Banner 橫條	265mm × 80mm	95,000	66,000	58,000
6. Vertical Strip 直條	85mm × 327mm	134,000	93,000	80,000
7. 1/4 Page 1/4版	130mm x 153mm	84,000	58,000	50,000
8. 1/6 Page 1/6版	85mm x 153mm	61,000	42,000	36,000
Per Column 每厘米欄 (ROP內頁)		2,000	1,400	1,150
Per Column 每厘米欄 (Front Page封面)		8,300	-	-



Full Page
265mm × 327mm



Junior Page
175mm x 215mm



Horizontal Half Page
265mm x 153mm



Vertical Half Page
130mm x 327mm



Horizontal Banner
265mm x 80mm



Vertical Strip
85mm x 327mm



1/4 Page
130mm x 153mm



1/6 Page
85mm x 153mm

SPECIAL POSITION



PRICE LIST

	Size 尺碼 (W X H) 闊 X 高	Full Colour 彩色 (HK\$ 港幣)
9A. Mega Front Cover 封面	265mm x 327mm	1,130,000
9B. Front Cover 封面	265mm x 280mm	1,100,000
10. Front Page Junior Page 封面小全版	202mm x 280mm	1,070,000
11. Front Page Right Sky Box 封面右上角	55mm x 40mm	63,000
12. Front Page Top Banner 封面頂橫條	260mm x 50mm	462,000
13. Full Page Center Spread 中央雙全版	542mm x 327mm	840,000
14. Page3, 5 Full Page 第三、五頁全版	265mm x 327mm	420,000
15. Back Cover Full Page 封底	265mm x 327mm	561,000



Mega Front Cover
265mm x 327mm



Front Cover
265mm x 280mm



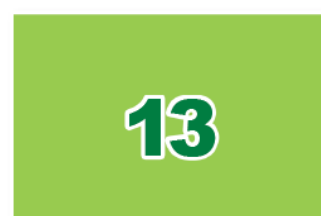
Front Page
Junior Page
202mm x 280mm



Front Page
Right Sky Box
55mm x 40mm



Front Page
Top Banner
260mm x 50mm



Full Page Center Spread
542mm x 327mm



Page 3, 5 Full Page
265mm x 327mm



Back Cover
Full Page
265mm x 327mm

TECHNICAL SPECIFICATIONS



一般細則 | GENERAL CONDITIONS

欄規格 COLUMN SIZE

欄	Column	1	2	3	4	5	6
闊度(毫米)	Width(mm)	40	85	130	175	220	265
全版	Full Page	(W) 265mm × 327mm (H)					

- 非價目表內指定位置需付30%之附加費
- 代理之15%佣金已經包括在價目內
- 歡迎特別規格·費用面議
- 最少訂位規格：2col. X 50mm
- 恕不接受招聘廣告
- Positions not listed will incur a 30% loading fee
- Agency commission 15% is included in the rates
- Special creative is welcome, creative fee is negotiable
- Minimum: 2 col. X 50mm
- Recruitment advertisement is not acceptable

訂位及稿件截止日期 | BOOKING AND MATERIAL DEADLINE

- 訂位 刊登前 3 個工作天
- 做稿 刊登前 3 個工作天
- 數碼檔案 刊登前 2 個工作天
- Booking Deadline 3 working days before publishing day
- Creative Artwork 3 working days before publishing day
- Digital File 2 working days before publishing day

TECHNICAL SPECIFICATIONS



來稿規格 (直接印刷) | MATERIAL SPECIFICATIONS (READY FOR PRESS)

- 印刷方式 ※ 柯式印刷
- 數碼檔案製作規格須附帶彩色打印
- ※ TIFF、JPEG檔案格式
(四色或黑白·解析度300 DPI或以上)
(色彩描述檔：ISO NEWSPAPER V4 26)
- Printing ※ Offset
- Digital file formats with colour print out
- ※ TIFF, JPEG file
(CMYK or B/W, 300 DPI or above)
(ICC Profile : ISO Newspaper v4 26)

傳遞方法 | MATERIAL TRANSFER METHODS

- 電子郵件 (檔案不可大於10MB)
- FTP伺服器文件傳輸
- 光碟
- Email: traffic@metrodaily.hk (file size <10MB)
- FTP
- CDs

取消訂位 | CANCELLATION

- 封面 / 底 不可取消
- 指定版面 刊登前 3 個工作天
- 其他版面 刊登前 2 個工作天
- Front or Back Page No cancellation
- Special Position 3 working days before publishing day
- Regular Position 2 working days before publishing day

TERMS & CONDITIONS

1. DEFINITIONS

- The expression “the Publisher” shall mean “Metro Daily Limited” .
- The expression “the Advertiser” shall mean the person, firm or company placing the Order directly with the Publisher or via the Advertising Agency.
- The expression “the Advertising Agency” shall mean the agency of the Advertiser placing the Order with the Publisher.
- The expression “Order” shall mean advertising order placed either by the Advertiser or by the Advertising Agency.

2. COMMISSION

Agency commission at the rate of 15 per cent is payable to all recognized advertising agencies and shall be on the value of the Order less any discount allowed.

3. TERMS

The placing of an Order by the Advertiser/Advertising Agency with the Publisher shall constitute acceptance by the Advertiser/Advertising Agency of these Terms and Conditions which shall override and exclude any other terms stipulated, incorporated or referred to by the Advertiser/Advertising Agency. No modification of these terms shall be effective unless made by express written agreement between the parties.

4. ACCEPTANCE

No Order placed with the Publisher shall be deemed to be accepted unless accompanied by a Confirmation Order, which must be signed by an authorized person of the Advertiser/Advertising Agency with the company’ s chop.

5. SIZE

- One full-page advertisement is 265mm width and 327mm height, divided into 6 columns. Column sizes are indicated in the rate table on the rate card.
- Minimum booking size is (i) Full colour: 2 column x 50mm or (ii) B/W or B/W + Red: 2 column x 50mm.

6. RATES

Advertising rates are stipulated on the rate card.

7. DELIVERY

Advertising material for insertion shall be delivered to the Sales Department of the Publisher on or before the deadline as stipulated on the rate card. The Publisher shall be under no liability for any damage or loss of such material.

8. LATE OR NON-DELIVERY

In the event of late delivery or non-delivery of advertising material, the Publisher shall have the right to fill in the space booked for by whatever means it deems fit and the Advertiser/Advertising Agency shall still be liable for full payment.

9. CONTENTS OF ADVERTISEMENT

The Advertiser/Advertising Agency shall be solely responsible for the contents of the advertisement. The Advertiser/Advertising Agency shall jointly and severally indemnify and keep indemnified the Publisher in a full indemnity basis against all actions, proceedings, costs, damages, expenses, claims, demands and liabilities arising in any manner whatsoever from or in consequence of the publication of any material whatsoever supplied by the Advertiser/Advertising Agency under this agreement, without limitation, any claim or damage arising from any dispute concerning defamation, infringement of copyright or contravention of the laws of Hong Kong Special Administrative Region.

10. TYPESETTING SERVICE

Limited typesetting service may be provided on request. The Publisher shall not be responsible for any error arising from it. This service will not include artwork production and the making of positive films.

11. RIGHT OF REJECTION

The Publisher reserves the right at any time to reject, decline, or refuse to publish in whole or in part or to cancel, alter or amend the content of any advertisement material with or without prior notice or explanation to the Advertiser/Advertising Agency. The Publisher shall not be held liable for any loss or damage arising as a result of such non-publication or amendment as aforesaid. The Publisher shall also not be liable to any compensation of any kind to the Advertiser/Advertising Agency in the event of non-publication or amendment of the same. In such case, the Advertiser/Advertising Agency shall remain liable to the Publisher to the extent of such altered advertisements.

12. DATE OF INSERTION

The Publisher shall use its best endeavours to publish the advertisement on the date specified by the Advertiser/Advertising Agency. However it reserves the right to alter the date of insertion without prior notice to or agreement by the Advertiser/Advertising Agency. Under no circumstances shall the Publisher be liable to compensate the Advertiser/Advertising Agency in damage for alteration of insertion date for whatever reason or for any loss consequential or otherwise arising therefore.

13. PAGE OF INSERTION

The Publisher shall use its best endeavours to publish the advertisement on the page agreed with the Advertiser/Advertising Agency. However it reserves the right to alter the page of insertion without prior notice to or agreement by the Advertiser/Advertising Agency. Under no circumstances shall the Publisher be liable to compensate the Advertiser/Advertising Agency in damage for alteration of page of insertion for whatever reason or for any loss consequential or otherwise arising therefore.

14. PAYMENT

Unless otherwise stipulated, all advertising fee shall be paid in advance of the first insertion of the Order. Payment should be made by cash or by crossed cheque in HKD in favour of Metro Daily Limited.

15. DAMAGE OR LOSS

The Publisher shall be under no liability for loss of or damage to advertising material supplied to the Publisher except insofar as such loss or damage arises due to the fault or negligence of the Publisher or its employees, and in any event the Publisher’ s liability shall never exceed the original cost to the Publisher of the destroyed or damaged material.

16. CANCELLATION

With the exception of front or back page booking, the Advertiser/Advertising Agency may cancel the Order provided that prior notice has been served on the Publisher as stipulated on the rate card.

17. COMPLAINTS/CLAIMS

All complaints or claims regarding advertisements published must be made in writing within 2 days from the date of publication of the advertisement with good causes to be stipulated therein and the time for making such complaints or claims shall be of the essence. The Publisher reserves the right not to entertain any late submission of claims. The liability of the Publisher shall be limited to a maximum of repaying the Advertiser/Advertising Agency the charge of the relevant advertisement.

18. NOTICE

Any notice given hereunder may be delivered or sent by hand or by post and shall be deemed to be served if sent by hand at the time of delivery and if sent by post to the address of the party to be served specified on the Order or such other address as may be notified in writing from time to time.

19. GOVERNING LAW

This agreement shall be governed by and interpreted in accordance with the laws of Hong Kong Special Administrative Region.