

Hong Kong's most Trustworthy newspaper



Display Advertising Rate Card 2018

The Standard is Hong Kong's most Trustworthy newspaper

The Standard delivers a lively mix of local and international news, with special sections on sports, business and technology and an inside look of the market every Monday in **Money Glitz**. There are also special features on entertainment and lifestyle topics, plus the lively **Weekend Glitz** on Friday, all presented in an easy-to-read, colorful and compelling format.

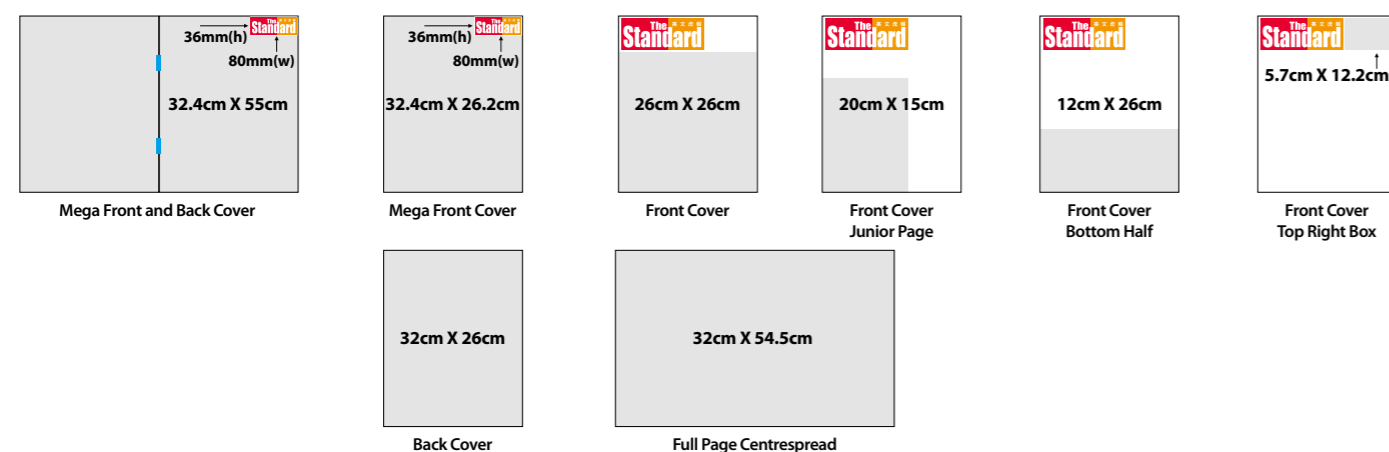
*Source of survey - School of Journalism and Communication, The Chinese University of Hong Kong

DISPLAY ADVERTISING RATE (HK DOLLARS)

Effective January 2018

*All charges and terms are subject to change by The Standard without prior notice to advertiser

Specified Position	Size (H X W)	Full Color/ Spot Color/ Black & White
Mega Front Cover	32.4 cm x 26.2 cm	\$400,000
Front Cover	26 cm x 26 cm	\$370,000
Front Cover Junior Page	20 cm x 15 cm	\$210,000
Front Cover Bottom Half	12 cm x 26 cm	\$210,000
Front Cover Bottom Banner	8 cm x 26 cm	\$152,000
Front Cover Top Right Box	5.7 cm x 12.2 cm	\$48,000
Back Cover	32 cm x 26 cm	\$200,000
Page 3 Full Page	32 cm x 26 cm	\$168,000
Page 5 Full Page	32 cm x 26 cm	\$142,000
Full Page Centrespread	32 cm x 54.5 cm	\$258,000
Half Page Centrespread	15.5 cm x 54.5 cm	\$142,000
Front Page - Per Col Cm		\$3,300



Materials Requirements

DIGITAL OUTPUT FILE

File Format: eps / tif / jpg / pdf format
 Image Format: Color Image Size: 300dpi (CMYK)
 Gray Scale Image Size: 300dpi (CMYK)
 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 outline

Font Size: Point 6 or above is recommended

SOFTWARE

Available Software: Adobe Illustrator, InDesign version **CS5 or below**

FILES TRANSMISSION

Protocol: FTP
 Compression: Windows: ZIP or RAR

COLOR PROOFING

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.

REMARKS

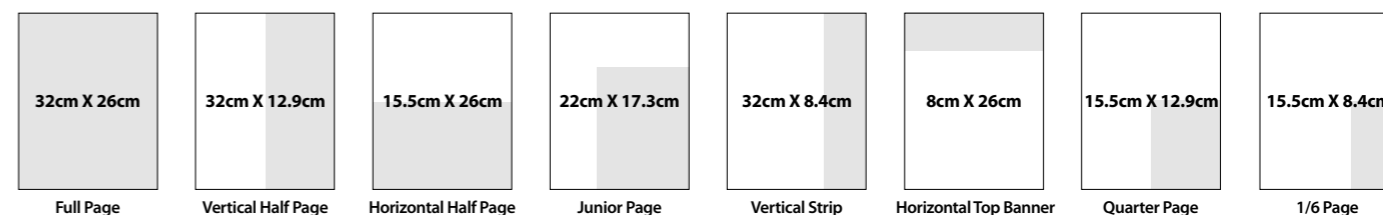
- Positions not listed will incur a 30% loading fee
- Special creative is welcome, creative fee is negotiable
- The Standard reserves the right to preempt the front page booking by news without prior notice and the right to make the final decision in the choice of front page advertisement

Run-of-Page (ROP)	Size (H X W)	Full Color	Spot Color	Black & White
Full Page	32 cm x 26 cm	\$119,000	\$77,000	\$67,500
Vertical Half Page	32 cm x 12.9 cm	\$63,000	\$40,000	\$36,000
Horizontal Half Page	15.5 cm x 26 cm	\$63,000	\$40,000	\$36,000
Junior Page	22 cm x 17.3 cm	\$63,000	\$40,000	\$36,000
Vertical Strip	32 cm x 8.4 cm	\$47,000	\$33,000	\$27,000
Horizontal Top Banner	8 cm x 26 cm	\$40,000	\$27,000	\$22,000
Quarter Page	15.5 cm x 12.9 cm	\$33,000	\$23,000	\$19,000
1/6 Page	15.5 cm x 8.4 cm	\$22,000	\$16,000	\$11,500
Per Col Cm		\$745	\$520	\$440

Supplement	Size (H X W)	Full Color	Spot Color	Black & White
Full Page	32 cm x 26 cm	\$130,000	\$87,000	\$72,000
Vertical Half Page	32 cm x 12.9 cm	\$67,000	\$44,000	\$39,000
Horizontal Half Page	15.5 cm x 26 cm	\$67,000	\$44,000	\$39,000
Junior Page	22 cm x 17.3 cm	\$67,000	\$44,000	\$39,000
Vertical Strip	32 cm x 8.4 cm	\$51,000	\$35,500	\$29,000
Horizontal Top Banner	8 cm x 26 cm	\$42,000	\$29,000	\$24,000
Quarter Page	15.5 cm x 12.9 cm	\$34,000	\$24,000	\$20,000
Per Col Cm		\$845	\$555	\$475

Column Size

Column	1	2	3	4	5	6
Width (cm)	4.2	8.4	12.9	17.3	21.5	26



Deadlines

BOOKINGS

Written confirmation of orders must be received by the Display Advertising Department no later than 5:00 pm as follows:

ROP 3 working days prior to publication

Specified position One week prior to publication

Supplement Two weeks prior to publication

*All bookings are accepted subject to availability

MATERIALS

Color Proof

1. **To reach Sing Tao Centers** within open hours two working days prior to publication date.

Open hours: Monday to Saturday (10:00 am to 6:00 pm). Close on Sunday and Public Holidays

2. **To reach The Standard - Display Advertising Department** 2 working days prior to publication.

Address: 3/F, Sing Tao News Corporation Building, 7 Chun Cheong Street, Tseung Kwan O Industrial Estate, Tseung Kwan O, New Territories, Hong Kong.

Attn: The Standard - Display Advertising Department

3. **Digital Files:** 5 pm one working day prior to publication

CANCELLATIONS

ROP 2 working days prior to publication

Specified position 3 working days prior to publication

Supplement one week prior to publication

ADVERTISING HOTLINE: (852) 3181 3311 / (852) 2798 2866

Fax: (852) 2758 3579 Email: advertise@thestandard.com.hk www.thestandard.com.hk

Conditions of Acceptance

1. All advertising bookings must be accompanied by an advertisement insertion order ("Insertion Order"), which must be signed by the Advertiser or Advertising Agency or the authorised person thereof (the "Advertiser") and affixed with the company's stamp in the event of corporate Advertiser. Sing Tao Limited ("The Standard") reserves the right to refuse any advertisement submitted without accompanying with an Insertion Order. The submission of an advertisement or Insertion Order for insertion shall amount to an acceptance of these Conditions of Acceptance by the Advertiser. The Standard will not be bound by any terms, conditions or instructions unilaterally imposed by the Advertiser on the Insertion Order and any booking order submitted by or on behalf of the Advertiser.
2. The Standard reserves the right to reject, decline, or refuse to publish in whole or in part of any advertisement, or to amend or change the position of any advertisement with or without prior notice or explanation to the Advertiser, wherever it considers necessary or desirable and whether or not such advertisement was previously acknowledged, accepted or published. The Standard shall not be held liable for any loss or damage arising as a result of such non-publication or amendment as aforesaid and no compensation of any kind will be granted to the Advertiser in the event of non-publication or amendment of the same. Moreover, the Advertiser shall remain liable to pay The Standard the full charges of such altered advertisements.
3. The Standard shall not be responsible for any loss or damage of the advertising materials supplied by the Advertiser. All advertising materials delivered to The Standard will be destroyed by The Standard after publication of the advertisement. The Standard is not required to return any of those materials to the Advertiser.
4. The Standard shall endeavor to adhere to the insertion date(s) in the Insertion Order. Insertions missed inadvertently will be made good on date(s) agreed with the Advertiser.
5. At times of overload of advertisements or extension of news coverage, The Standard reserves the right to alter the date of insertions without previous notice. Insertion dates may only be varied if the Advertiser gives prior notice of not less than 48 hours. No cancellation of Insertion Orders will be accepted after deadline stated in the applicable rate card(s) of The Standard, namely "Display Advertising Rate Card" and/or "Online Advertising Rate Card" ("Rate Card").
6. The Advertiser shall absolutely indemnify The Standard (on fully indemnify basis) for any claims, actions and proceedings instituted against The Standard and/or its directors, officers, employees and agents ("Indemnified Parties") in respect of all or any liabilities, losses, damages, costs, charges or expenses which any of Indemnified Parties may suffer or incur (including without limitation all such costs, charges and expenses as Indemnified Parties or any of them may pay or incur in disputing any such claim or defending any action or threatened action or proceedings) which arise directly or indirectly in connection with or out of the publication of the advertisement published in accordance with the instruction or any material or information supplied to The Standard by the Advertiser.
7. The Advertiser shall pay the full amount of advertising fee upon submitting the Insertion Order, failing which the Insertion Order shall be void. Credit of 30 days is allowed only to recognized advertising agencies after which time all accounts become due. Casual advertising, which generally refers to new advertisers and individual advertisers, must be prepaid.
8. The Standard reserves the right to charge interest of 2% per month on any overdue amount.
9. Advertiser hereby warrants and represents that: (i) Advertiser contracts with The Standard as principal (irrespective of whether it is an advertiser or an advertising agency or a media buyer, and in case it is an advertising agency, authorization to place the advertisement has been obtained from the advertiser) and shall be principally liable for all liabilities under the Insertion Order; (ii) the publication of the advertisement by The Standard will not be in breach of any contract or violate any third party's intellectual property rights including trademark, patent, copyright and trade secret, or other personal or proprietary right; and (iii) the advertisement contains nothing that is defamatory, threatening, illegal, obscene, indecent, seditious, offensive, liable to incite racial hatred, discriminatory, menacing, or invade anyone's privacy or in breach of any applicable laws or rules including but not limited to the Trade Descriptions Ordinance (Cap. 362) ("TDO") and the General Guidelines on the Fair Trading Sections of the TDO issued by the Commissioner of Customs and Excise and the Communications Authority.
10. Any claims must be made in writing by the Advertiser within 48 hours after publication or date of agreed publication to the Business Director of The Standard at advertise@thestandard.com.hk. Late submission of claims will not be entertained by The Standard. The maximum liability of The Standard shall be limited to, at its sole and absolute discretion, republishing the relevant advertisement free of charge for a second time. Such claims shall not affect the liabilities of the Advertiser for payment by the due date for that and all other advertisements on The Standard.
11. The position of ROP (Run of Paper) insertions shall be determined by The Standard at its sole and absolute discretion. Specified Positions (as defined in the Rate Card) are on a first come first served basis and subject to pre-emption and space availability. The Standard will try to comply with position requests, but cannot guarantee that such requests will be honoured. Whereas every effort is made to ensure that competitive advertising does not appear on the same page, there is no guarantee that this will not occur. The Standard shall not be held liable for any direct, indirect or consequential loss relating to the position and/or section in which an advertisement has been published.
12. Advertisement materials must conform to the production and quality specifications and any other requirements stipulated or referred to Rate Card.
13. Materials submitted by the Advertiser which require extra processing will be subject to extra charge. Colour separation costs should be borne by the Advertisers.
14. Advertisement will be published according to the materials submitted by the Advertiser. Advertiser is responsible for ensuring the accuracy of all proofs and corrections to proofs. The Standard will not be responsible for any error because of or contained in such materials and no reduction in rate shall be claimed against The Standard in such event. The colour of the published advertisements may be deviated from the colour samples / proofs supplied by the Advertiser due to technical limitations of the processing equipment. In any event, The Standard accepts no liability for any deviations in colour when published.
15. Advertising material for insertion must reach the Advertising Department of The Standard on or before the deadline as stipulated in the Rate Card. Late delivery of advertising material or cancellation of booking after the deadline will result in, at The Standard's sole and absolute discretion, forfeiture of the space reserved or publication of any on-hand artwork/advertisement of the same Advertiser. Advertiser shall be liable to pay the full cost in any event.
16. In the event of Advertiser is in breach of any terms stipulated herein, the net total amount or any part thereof which remains outstanding shall become due and payable. The Standard shall have the right to claim for the immediate payment of the same, notwithstanding any provision contained herein to the contrary.
17. Whilst The Standard shall make every effort to ensure accuracy and timely publication of the advertisement, Advertiser understands and agrees that The Standard shall not be liable for any action taken or any failure, hindrance or delay in the performance of its obligations herein if such action, failure, hindrance or delay arises out of causes beyond the control of The Standard. Such causes include, but not be limited to, acts of God, fires, floods, explosions, accidents, labour disputes, mechanical breakdowns, computer or system failures or other failures of equipment, failures of or defects in computer or system software, computer damage due to unauthorised programming routines, unavailability of or restrictions on any communication media for whatever reason, interruptions of power supplies, any law, decree, regulation or order of any government, competent authority, judicial bodies and any other causes beyond the control of The Standard.
18. The Standard 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.
19. The Standard 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 The Standard is of the opinion that the advertisement warrants such description.
20. Any person or entity who is not a party to these Conditions of Acceptance and 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 these Conditions of Acceptance and Rate Card.
21. These Conditions of Acceptance shall be construed in accordance with and governed by the laws of the Hong Kong Special Administrative Region of the People's Republic of China.



News on the move



Available on the
App Store



ANDROID APP ON
Google play



thestandardhk

For details please go to: www.thestandard.com.hk



Advertising Hotlines: (852) 3181 3311 / (852) 2798 2866

Fax: (852) 2758 3579 **Email:** advertise@thestandard.com.hk

Website: www.thestandard.com.hk

Address: 3/F, Sing Tao News Corporation Building, 7 Chun Cheong Street, Tseung Kwan O Industrial Estate, Tseung Kwan O, New Territories, Hong Kong