

**2009 Official Guide to ICT Industry in Hong Kong**  
**ADVERTISING ORDER FORM**

**For bookings, please fax this to 2504-2752 by 15 August 2008  
(FIRST-COME-FIRST-SERVED)**

We would like to order the following advertising item(s) for our company in the “2009 Official Guide to ICT Industry in Hong Kong” from the Communications Association of Hong Kong:

Advertising Items	Colour	Rate (HK\$)	Quantity
Book Mark (see note 1)	Full	40,450	
Outside Back Cover	Full	40,450	
Inside Front Cover	Full	34,650	
Facing Inside Front Cover	Full	33,500	
Inside Back Cover	Full	33,500	
Facing Inside Back Cover	Full	32,350	
Back of Title Page (Left)	Full	27,700	
Back of Title Page (Right)	Full	27,700	
Facing Title Page	Full	27,700	
Facing Table of Content	Full	30,050	
Facing Directory Index	Full	23,100	
Section Divider (see note 2) (Please tick)	Full	23,100	
ROP (Full Page Colour)	Full	20,800	
Company Logo (see notes 3)	B/W	500	
Advertise-on-web (see notes 4):			
- Special rate for hardcopy advertisers	Full	1,100	
- Only place advertisement on web	Full	20,800	
<b>Total Amount: HK\$</b>			

We acknowledge that this constitutes a binding contract for advertisement placement in the 2009 Official Guide to ICT Industry in Hong Kong and agree to be bound by the terms and conditions set out herein and in attachment hereto.

\_\_\_\_\_  
Advertiser’s Signature & Company Chop

\_\_\_\_\_  
Name in Block Letter

\_\_\_\_\_  
Date (dd/mm/yy)

\_\_\_\_\_  
Title in Block Letter

**COMPANY DETAILS**

Company Name: \_\_\_\_\_  
Contact Person: \_\_\_\_\_ Email: \_\_\_\_\_  
Tel. No.: \_\_\_\_\_ Fax No.: \_\_\_\_\_

Notes

- Die-cut charge might be applied for special sharp.
- Section Dividers are at the beginning of the following sections (the division and sequence are subject to the final decision of CAHK):

(a) Industry Overview of HK	(b) Telecom Network	(c) Mobile Services
(d) Telecom Equipment	(e) Internet Services	(f) Multimedia & VAS
- Company logo will be put at the top right corner of profile pages. Advertiser will be entitled to put their company logos at no extra charge.
- Softcopy of the Official Guide will be put on CAHK website for free download or browsing. A logo or icon of the advertiser will be put next to the Table of Content of the Official Guide on web. Reader can click the logo / icon to view the advertisement. Advertisers for the hardcopy are entitled to place advertisement on web at a special rate.

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A. Contract Terms & Conditions

1. Dates
  - Booking Deadline - 15 August 2008
  - Materials Deadline - 30 September 2008
  - Publication Date - by 8 December 2008
2. Publishing Arrangement
  - Position of advertisements will be subject to the final decision of Communications Association of Hong Kong (CAHK)
  - All advertising items except ROP, will be offered on a first-come-first-served basis and confirmed upon the signing of contract. Availability and position are subject to the final decision of CAHK.
  - If the advertising material is not handed in before the Material Deadline, publishing of the advertisement will not be guaranteed and there will be no refund of the full or partial payment made.
3. Payment
  - Full payment to be made to “Communications Association of Hong Kong” upon confirmation of the advertising order. Cheque should be crossed and made payable to “Communications Association of Hong Kong” within 14 days.
4. Cancellation
  - Advertisers may terminate the advertisement order before the Materials Deadline by giving written notice to CAHK.
  - If the cancellation of the advertisement order is accepted, only 50% of the advertising fee will be refunded to the advertiser.

B. Advertising Materials supplied by Advertisers

Trim Size	:	210mm (w) x 285mm (h)
Full Page Bleed Size	:	220mm (w) x 295mm (h)
Full Page Non-Bleed Size	:	180mm (w) x 245mm (h)
Spread Page Bleed Size	:	430mm (w) x 295mm (h)
Outside Back Cover Bleed Size	:	235mm (w) x 335mm (h)
Company Logo Size	:	35mm (w) x 18mm (h)

- Submit both soft copy stored in CD-Rom and a printed hard copy
- Software copy created by PageMaker, InDesign, Illustrator, Freehand or QuarkExpress must be able to be opened by MAC.

C. Booking Arrangement

- To make your booking, please fax the completed Advertising Order Form to 2504-2752. Cheque payment (addressed to “Communications Association of Hong Kong”) and advertising materials should be delivered to :

Communications Association of Hong Kong,  
GPO Box 13461, Hong Kong

For enquiries, please call Ms. Eva Lam of CAHK at 2504-2732.