

Combined Advertising Rates ? (English & Chinese Editions)

For each advertisement taken in FDM Asia (English edition), there is a 15% discount on published X1 rate for one equivalent space advertisement in FDM China (Chinese edition).

Frequency Discounts

Advertisements must be completed within the calendar year to enjoy the frequency discounts.

Artwork Cost (New Heading)

- U100 / US\$120 for amendment of text.
- U200 / US\$240 for artwork and color separation.

Specified Positions

20% loading. Any revision in rates will not affect existing contracts till expiry.

Bound Inserts

For a full mail run, a flat handling fee of US\$1000.00 is charged. This amount is in addition to the published advertising rates.

Loose Inserts

All supplied insertions should be shipped ready for insertion. Inserts should be printed on uncoated paper not exceeding 85 gsm. Samples of insertion must be sent to the Business Development Manager for specification approval before confirmation of job.

Agency Commission

A commission of 15% to bonafide advertising agencies providing artwork and films of advertisers used. Commission applies to space, position, color charges and insertions only.

Rates Validity

Up to 31st December 2008, subject to minimum fluctuations in exchange rates.

Production Charges

Advertisement typesetting, photography, artwork and color separation cost will be charged at trade rates.

TERMS & CONDITIONS

Publication Dates

Publication date is the 2nd week of the issue month.

Payment Terms

Credit accounts are strictly net and to be settled within 30 days after publication.

Cancellation & Postponement

- 60 days before publishing date for run-on-page advertisements
- 90 days for advertisements on special positions.

Materials

Order of preference for advertising materials

- Positive films/colour separation films with colour-proof, right reading, emulsion down, 150 line screen.
- Electronic media & software – InDesign / PageMaker (version 6) / FreeHand (& FreeHand EPS files) /Illustrator (& Illustrator EPS files) programme. Graphics in 300dpi and above, are acceptable.

Mechanical Specifications

All Dimensions In Width x Height (mm)

