

## mechanical data

advertisement size	height(mm)	width(mm)
full page	280	204
junior page	208	132
half page vertical	254	87
half page horizontal	125	178
2/3 page vertical	254	117
2/3 page horizontal	170	178
1/3 page vertical	254	57
1/3 page horizontal	80	178
1/4 page vertical	125	87
1/4 page horizontal	60	178
1/6 page vertical	125	57
1/6 page horizontal	40	178
1/8 page vertical	125	41
1/8 page horizontal	60	87

for other sizes, please contact the publisher. full page adverts, please add 5mm bleed

### film requirements 菲林要求

positive film, screen 175  
正片175網線

### artwork deadlines 設計工序限期

see issue schedule  
請看後表

### shipping details 送件細則

all films and colour proofs should be sent to:  
全部菲林經過驗證後請送:

#### **carpe diem publications limited**

units c & d, 8/f, trust tower,  
68 johnston road, wanchai, hong kong  
香港灣仔莊士敦道68號互信大廈八樓 c & d 室  
tel: 2976 0876 fax: 2976 0973  
email: hkmarketing@bcmagazine.net

### guaranteed positions 保證位置

20% surcharge (if available)  
20% 額外附加費(如有要求)

### inserts/page sponsorship 插入散頁/贊助版頁

please check with the publisher for rates  
詳情請聯絡出版人

### payment 付款方法

cheques should be made payable to:  
支票抬頭請填寫為:

#### **carpe diem publications limited**

- invoice are due on presentation  
non-payment within 30 days will attract an administration charge of \$2500 and interest charges of 4% above the base rate of HSBC plc per month or part thereof
- 客戶需於收到付款通知書後三十天內付清欠款；逾期繳款，本公司將會收取港幣二千五百元作手續費及利息，利息為H S B C 優惠利率加 4 %
- advertisers who book directly need to apply for written credit terms or agree to pre-pay for advertisements
- 如廣告客戶直接預訂位置，必須申請延遲付款，或預先付清廣告費用。