

Deadline: 5 Sept 2012	HKTDC Hong Kong International Lighting Fair (Autumn Edition) 香港貿發局香港國際秋季燈飾展 27-30/10/2012	Return to: Publications & E-Commerce Department Hong Kong Trade Development Council 30/F Wu Chung House 213 Queen's Road East Wan Chai, Hong Kong Attn: Ms Winnie YL Wong Tel: (852) 2892 4689 Fax: (852) 2270 5711 E-mail: winnie.yl.wong@hktdc.org
	Official Magazine Advertisement Order Form	

To better promote exhibitors' products worldwide, the fair catalogue will be combined with the official magazine - **HKTDC Lighting** featuring fair information, floor plan and exhibitor list, etc, helping you reach visiting buyers effectively.

Print Version

- Distributed free at the fairground



Appazine Version

(Search for "HKTDC")

- Available for free download by buyers worldwide via iPad, iPhone and Android devices



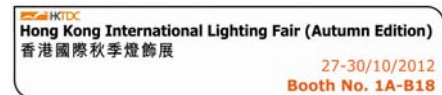
Online Version

(www.hktdc.com/magazines)

- Email to related buyers to gear-up your promotional effort



Exhibitors' full-page advertisements bearing the HKTDC-designed fair label with booth number **will be placed at the front of related advertising sections** to attract buyer attention.



Official magazine	Full-page ad size	Full-page colour ad rate	Ad page(s)	Total ad fee
<i>HKTDC Lighting</i> Oct 2012 Issue	205mm W x 262mm H plus an extra 3mm bleeding on all trim lines	HK\$10,800 / US\$1,392 per page (Original: HK\$13,500 / US\$1,740)		

* There are special print ad formats such as magazine cover, gatefold ad, etc for exhibitors' selection. Please check with the HKTDC for details.

Notes:

1. The above rate includes one-year elementary online promotion package on www.hktdc.com, consisting mainly of a company page and 10 product photo spaces. You can gain more benefits by electing to purchase the Standard, Premium or Premium Plus Package with up to unlimited product photo spaces.
2. HKTDC reserves the final decision in accepting the advertisement if the company's products/services are unsuitable for the specialized range represented in the publication or if the advertisement is without a company name.
3. Listing of prices and pirated products/photos will not be accepted.
4. **Materials deadline: 7 Sept 2012.** For the production specifications, please visit www.hktdc.com/magazines/spec.
5. In case of booking, payment or materials submission after the specified deadline, the advertisement will be placed near the end of the magazine without further notice or HKTDC reserves the final decision in accepting the advertisement.

All orders must be submitted with full payment in appropriate amount by cheque / bank draft made payable to "Hong Kong Trade Development Council" on or before 5 Sept 2012. Orders without full payment or made by fax will not be considered.

Company Name : _____ Booth No. : _____

Contact Person : _____ Position : _____

Tel. : () _____ Fax : () _____ Email : _____

Signature : _____ Date : _____

Please make a copy for your own record.

(For office use)	Acknowledgement of Receipt by HKTDC
Received on: _____	By: _____

截止日期：
2012年9月5日

HKTDC Hong Kong International Lighting Fair (Autumn Edition)
香港貿發局香港國際秋季燈飾展
27-30/10/2012
大會指定產品雜誌
廣告位預訂表格

請交回：
 香港貿易發展局
 刊物出版及電子商貿部
 香港灣仔皇后大道東二一三號
 胡忠大廈三十樓
 黃艷玲女士
 電話：(852) 2892 4689
 傳真：(852) 2270 5711
 電郵：winnie.yl.wong@hktcdc.org

為更有效將參展商之產品作全球推廣，「香港國際秋季燈飾展」展覽會場刊將與大會指定產品雜誌《香港貿發局燈飾》合併，刊載詳盡的展覽會資料、展覽廳平面圖及參展商名錄等，為您提供一個有效渠道接觸入場買家。

印刷版

- 於會場內大量免費派發



Appgazine版

- (搜尋 "HKTDC")
- 供全球買家免費下載於 iPad、iPhone 及 Android 流動裝置中



網上版

(www.hktcdc.com/magazines)

- 電郵至相關採購商，加強宣傳效果



參展商如在廣告中加入本局提供的「參展標籤」包括展台編號，更可免費被安排編印於所屬廣告分類中的較前位置，助您吸引買家的注意。

HKTDC Hong Kong International Lighting Fair (Autumn Edition)
 香港國際秋季燈飾展
 27-30/10/2012
 Booth No. 1A-B18

大會指定產品雜誌	全版廣告面積	全版彩色廣告費	刊登頁數	總廣告費
《香港貿發局燈飾》 2012年10月號	205 毫米闊 x 262 毫米高， 四邊另加 3 毫米出血位	每頁 HK\$10,800 / US\$1,392 (原價：HK\$13,500 / US\$1,740)		

* 另設有特別印刷廣告形式如封面廣告及拉頁廣告等以配合不同參展商的需要，詳情請向香港貿發局查詢。

備註：

- 以上價格已包括「貿發網」www.hktcdc.com一年網上推廣服務，當中包括公司網頁及10個產品相片位置。您可選擇升級至標準、至尊或至尊升級網上推廣計劃，上載多達100幀或無限幀產品照片，加強宣傳效果。
- 若廣告內之產品或服務不屬有關刊物介紹之特定類別，或廣告中並無列明公司名稱，本局保留拒絕刊登有關廣告之權利。
- 貨品價格、盜版產品 / 圖片皆不予刊登。
- 呈交稿件截止日期：2012年9月7日。有關廣告製作規格，請查閱 www.hktcdc.com/magazines/spec。
- 凡於截止日期後遞交之廣告預訂表格、廣告費或稿件，該等廣告將刊登於整本雜誌之較後部份而不再另函通知，或本局保留拒絕接受有關廣告之權利。

所有預訂表格必須於2012年9月5日或以前，連同所需費用以支票或銀行本票交回，抬頭註明「香港貿易發展局」。未能提交所需費用的申請或以傳真遞交的表格恕不受理。

公司名稱：_____ 攤位編號：_____

聯絡人：_____ 職位：_____

電話：() _____ 傳真：() _____ 電郵：_____

簽名：_____ 日期：_____

請自行覆印副本，以作紀錄。

(由本局填寫)	香港貿易發展局收件確認
收件日期: _____	收件人: _____