



# 2009 INTERNATIONAL PRINTED CIRCUIT & ELECTRONICS ASSEMBLY FAIR

## 2009 國際線路板及電子組裝展覽會

Presented by HKPCA & IPC 由HKPCA 及 IPC 聯合主辦

表格 FORM D

截止日期：2009年9月23日  
Deadline: 23 September 2009

### 《場刊廣告合約 Show Directory Advertising Contract》

廣告客戶 Advertiser	:	_____	日期 Date	:	_____
發票地址 Invoice Address	:	_____	郵編 Postal Code	:	_____
聯絡人 Contact Person	:	_____	職位 Position	:	_____
電話 Tel	:	_____	電郵 Email	:	_____
		傳真 Fax	:		_____

#### 場刊廣告收費 Advertising Rates of Show Directory

發行數目 Circulation: 15,000 本/copies

請在適當口內填上  號 Please check the appropriate box(es) by

廣告位置(四色) Advertising Placement (4C)	人民幣 RMB	港幣 HKD	美金 USD	廣告位置(四色) Advertising Placement (4C)	人民幣 RMB	港幣 HKD	美金 USD
<input type="checkbox"/> 全版(不指定版面) Full Page (ROP)	4,890	5,300	680	<input type="checkbox"/> 封底內頁全頁(右) Inside Back Cover (Right)	9,680	10,500	1,350
<input type="checkbox"/> 封面內頁全版(左) Inside Front Cover (Left)	11,060	12,000	1,540	<input type="checkbox"/> 封底 Back Cover	16,600	18,000	2,310
<input type="checkbox"/> 第一頁全版(右) Page 1 (Right)	11,060	12,000	1,540	<input type="checkbox"/> 書籤 Bookmark	18,440	20,000	2,570
<input type="checkbox"/> 第二頁全版 Page 2	8,760	9,500	1,220	<input type="checkbox"/> 包裝 / 書皮 Wrapper	26,730	29,000	3,720
<input type="checkbox"/> 第三頁全版 Page 3	8,760	9,500	1,220	<input type="checkbox"/> 拉頁(平面圖背頁) Gate Fold (Back of Floor Plan)	20,280	22,000	2,820
<input type="checkbox"/> 最後一頁(左) Last Page (Left)	8,760	9,500	1,220				

備註 Remarks: 以上價目不包括做稿、菲林及分色費用 The above rates do not include artwork, film & colour proof.

其他服務 Other Services	人民幣 RMB	港幣 HKD	美金 USD
<input type="checkbox"/> 代做稿件、菲林及分色收費 (全版四色) Artwork + Film + Colour Proof Rate (Full Page, 4-colour)	2,310	2,500	320
<input type="checkbox"/> 代做菲林及分色收費 (全版四色) Film + Colour Proof Rate (Full Page, 4-colour)	1,390	1,500	200
<b>廣告費 Advertising Charge:</b>			
<b>其他服務費 Other Services Charge:</b>			
<b>總計 Grand Total:</b>			

#### 付款條款 Payment Terms

- 以上人民幣價格已含 6% 國內發票稅。All RMB prices include 6% China Invoice Tax.
- 如以人民幣或美金付款，請聯絡承辦單位。Please contact the Event Manager for any RMB or USD settlement.
- 如以港幣付款，請將此合同連同劃線支票，抬頭填寫“**摩奇創意有限公司**”，寄往**香港灣仔皇后大道東 248 號 9 樓 904-907 室**。  
For any HKD payment, please make a crossed cheque payable to "**Magic Media Co. Ltd.**" and send it together with the advertising contract to **Rm 904-907, 248 Queen's Road East, Wanchai, Hong Kong.**

#### 廣告尺寸 Advertisement Specifications:

	釘裝尺寸 Trimmed Size	全版(含出血)尺寸 Full Page with Bleeding Size
全版 Full Page	210mm (W) x 285mm (H)	216mm (W) x 291mm (H)
書籤 Bookmark	100mm (W) x 180mm (H)	106mm (W) x 186mm (H)
包裝 / 書皮 Wrapper	550mm (W) x 60mm (H)	556mm (W) x 66mm (H)
拉頁(平面圖背頁) Gate fold (Back of Floor Plan)	414mm (W) x 285mm (H)	420mm (W) x 291mm (H)

#### 稿件遞交 Material Submission:

稿件要求 Material Requirements	: 廣告菲林及色稿 Ad Film with Colour Proof
遞交截止日期 Submission Deadline	: 2009.10.15 (6:00 pm)
遞交地址 Submission Address	: 中國廣州市先烈中路 80 號匯華商貿大廈 10 樓 1010 室 (致: e21 摩奇創意 - 廖芳莉小姐) Room 1010, 10/F, No.80 Xianliezhong Road, Guangzhou, China (Attn: e21 MagicMedia - Ms. Fanny Liao)

#### 廣告合約條款 Conditions of Contract:

- 簽約後不能取消合約 Advertising Contracts are non-cancelable upon confirmation.
- 廣告費用必需預先支付 All advertising charge must be paid in advance.
- 出版者保留拒絕任何廣告客戶的權利 The publisher reserves the right to refuse any advertisement.
- 廣告稿件在盡可能小心處理下，出版者或其廣告代理不負責廣告稿件任何遺失或損壞  
While every careful effort is taken, neither the publisher nor his agent is responsible for any loss or damage of advertising materials.
- 廣告費用不能因所登刊的廣告輕微不符合來稿所設計而有所減收  
No reduction of fees will be made in case of minor discrepancies between artwork and the advertisement as it appears.
- 出版者保留未預先發出通知而修改廣告刊登的收費及條例的權利  
The publisher reserves the right to adjust the advertising charges and rules without prior notice.

e21 摩奇創意 e21 MagicMedia

廣告客戶 Advertiser

負責人簽署 Authorized Signature

負責人簽署及蓋章 Authorized Signature & Stamp

請將本合約之正本連同支票 (以郵遞方式) 及副本 (以傳真方式) 交回:

Please return this contract with the cheque (by mail) and the copy (by fax) to:

承辦單位 e21 摩奇創意 (翹珩之小姐)

Event Manager - e21 MagicMedia (Ms. Cathina Huen)

地址: 香港灣仔皇后大道東 248 號 9 樓 904-907 室

Address: Room 904-907, 9/F, 248 Queen's Road East, Wanchai, Hong Kong

電話 Tel: (852) 2185-7195

傳真 Fax: (852) 2960-1830

電郵 Email: sponsor\_fair@e21mm.com