

Advertising Rate Card & Specifications*

(Effective: January 2020)



ROP	Size	Full Color
Full Page	275mm(H) x 210mm(W)	\$60,000
Half Page Vertical	275mm(H) x 105mm(W)	\$36,000
Half Page Horizontal	135mm(H) x 210mm(W)	\$36,000
1/4 Page	130mm(H) x 95mm(W)	\$18,000

Special Position	Size	Full Color
Back Cover	275mm(H) x 210mm(W)	\$81,000
Inside Front Cover	275mm(H) x 210mm(W)	\$74,000
Inside Back Cover	275mm(H) x 210mm(W)	\$67,000
Facing Inside Front Cover	275mm(H) x 210mm(W)	\$67,000

- Mechanical Requirements:**

- **Size:** 275mm(H) x 210mm(W)
(Bleed Size: 10 mm bleed size on each size)
- **Film Format:**
 - **Cover:** 2400 lpi / 175 dpi
 - **Inside:** 2400 lpi / 150 dpi
- **File Format:** 300 dpi

- Important Deadline:**

- **Ad Space Reservation:** 10 working days prior to publication
- **Material Ready:** 6 working days prior to publication

- For advertorial rates and details, please contact our Advertising Consultants at Hotline : (852) 3181 3000 or email adv@singtao.com

- Any person or entity who is not a party to this Rate Card shall have no rights under the Contracts (Rights of Third Parties) Ordinance (Cap. 623 of the Laws of Hong Kong) to enforce any terms of this Rate Card.

**Contact
our Advertising Consultants**

Hotline: (852) 3181 3000
Fax : (852) 2795 3007
Email : adv@singtao.com

Smart Parents (iPad)

Advertising Rates & Specifications



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Position	Full Color/ BW+Red/ BW
iPad Front Cover	\$20,000 Per week
Image Size	
Landscape = 1024 x 768	
Portrait = 768 x 1024	

Video:

Resolution 1280 x 720 (16:9)
Encoder H.262

Photo:

Pixel: Range from 1200-1400 (Landscape or Portrait) – On Scale – Level 8 – 72 dpi

Adv Photo Banner:

Pixel: 670*200

- Advertising Rate and availability for prime position and tailor-made "Video, Photo and Adv Photo Banner" advertisement, please contact our sales representative or hotline.
- File: Acrobat PDF 1.3
- Deadline:
 - Booking Deadline: 3 working days before publication date
 - Material Deadline: 2 working days before publication date
- Cancellation:
 - Fun-of-page (R.O.P.): 2 working days before publication date
 - Prime position and special tailor-made advertisement: No Cancellation

* Terms & Conditions refer to Sing Tao Daily Rate Card