

Hong Kong Journal of Radiology

HKJR

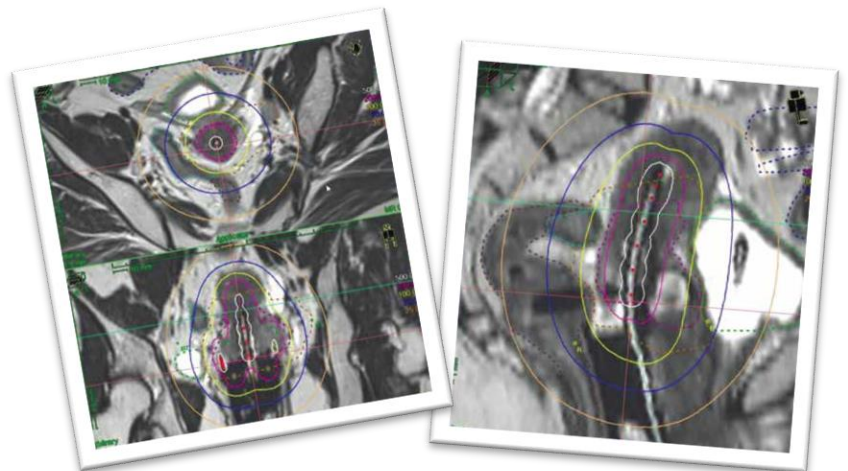
香港放射科醫學雜誌

## Advertising Rate Card

**Hong Kong Journal of Radiology (HKJR)** is the official peer-reviewed academic journal of the Hong Kong College of Radiologists. HKJR is published online quarterly by Hong Kong Academy of Medicine Press, with issues released in March, June, September, and December. HKJR is a continuation of *the Journal of the Hong Kong College of Radiologists*.

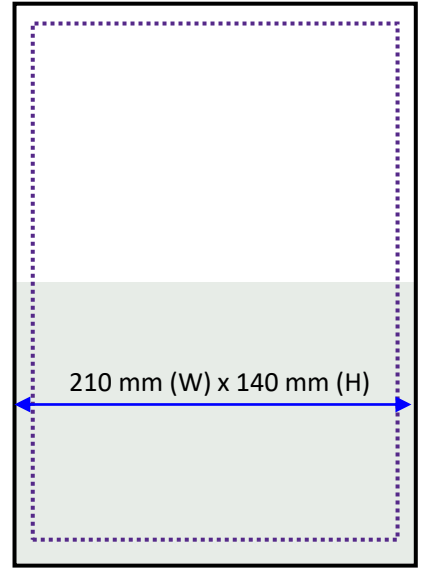
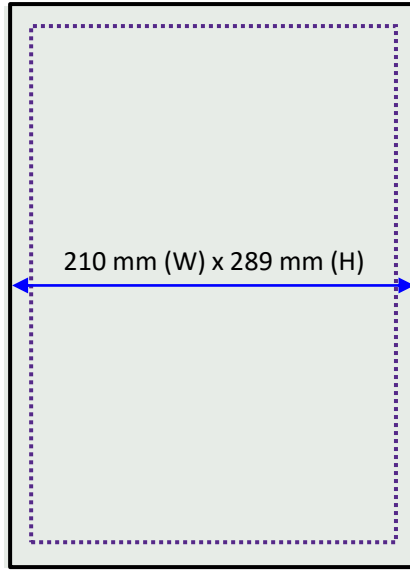
**HKJR** publishes papers on all aspects of diagnostic and interventional radiology, clinical oncology, and nuclear medicine, including original research articles, review articles, perspectives, pictorial essays, case reports, brief communications, editorials, and letters to the Editor. Papers on radiological protection, quality assurance, audit in radiology, and matters related to radiological training or education are also included.

**HKJR** is also freely available online, for hospitals, medical societies, universities, allied health professionals, and other Hong Kong and international readers.



## Full page size

## Half page size



### Materials Specification:

- File type: .jpg or .pdf, with a resolution of 300 dpi or above
- Specification: IFC / IBC / OBC / Full-page (OP) – 210 mm (W) x 289 mm (H)  
 Half-page (OP) – 210 mm (W) x 140 mm (H)

### Advertising Deadlines:

- Booking Deadline: The first working day of **March, June, September** and **December**
- Material Deadline: The 10<sup>th</sup> day of **March, June, September** and **December**

## Advertising rates (HK\$)

Position/Size	1 issue	2 issues	3 issues	4 issues
Outside Back Cover (OBC)*	22,000	39,600	59,400	70,400
Inside Front Cover (IFC)*	19,800	35,640	53,460	63,360
Inside Back Cover (IBC)*	16,500	29,700	44,550	52,800
Full page - Other Page (OP)	13,200	23,760	35,640	42,240
Half page - Other Page (OP)	8,800	15,840	23,760	28,160

\* Inclusive of 1-month complimentary posting of 1 lower banner for each booking issue.  
 See the **Website Advertising** section for details.

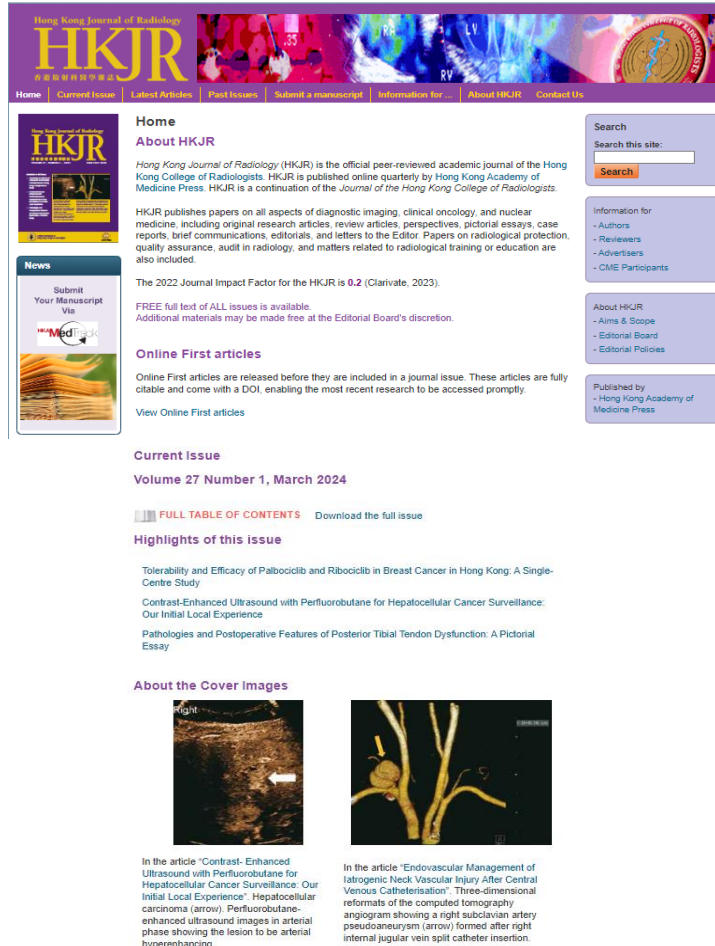
HKJR Website: [www.HKJR.org](http://www.HKJR.org)

## Materials Specification:

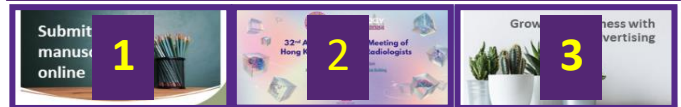
- File type: .jpg or .gif, <72dpi
- Animated GIF of up to 3 images is acceptable (total 5 seconds)
- Specification: W300 x H150 pixels
- One product/service per placement
- Product/Service/Company name must be clearly visible on all images
- Single target URL for advertised product/service

## Advertising Deadlines:

- Booking Deadline: At least **14 working days before start date**
- Material Deadline: At least **7 working days before start date**



Lower Banner per image: W300 x H150 px



## Advertising rates (HK\$)

Position	1 month	3 months	6 months	9 months	12 months
1 Lower Banner	5,000	14,250	27,000	38,250	48,000
2 Lower Banners	9,000	25,650	48,600	68,850	86,400
3 Lower Banners	12,000	34,200	64,800	91,800	115,200

Special Bundle Discounts

Position	Extra Discount
Digital Issue Advertising x 2 issues + Website Advertising x 6 months	5% off
Digital Issue Advertising x 4 issues + Website Advertising x 12 months	10% off

1. Digital issue and website advertising is available for *Hong Kong Journal of Radiology* (HKJR) website ([www.hkjr.org](http://www.hkjr.org)). The Editorial Board of the HKJR reserves the right to accept or decline a booking for advertisement at their absolute discretion and without explanation.
2. Advertising which appears in the HKJR is not endorsed or guaranteed by Hong Kong College of Radiologists. Claims made by the manufacturer are likewise not endorsed or guaranteed. HKJR reserves the right to refuse any advertisements deemed to be unsuitable, e.g., tobacco products, or unproven alternative health products, etc.
3. The HKJR reserves the right to omit, suspend, or change the position of any advertisement at their discretion.
4. The HKJR and publishers will not be responsible for any delay, or error in the advertisement of, or omission to insert any advertisement, or for any damage or loss of any separation, drawings, or other material supplied for the purpose of the advertisement.
5. The advertiser or advertising agency shall not cancel orders for advertisement after the booking deadline. Failure to provide insert/advertising material may incur forfeiture of the space booked at full cost. The HKJR reserves the right to retract the discounts for block booking if the advertiser cancels any part of such booking.
6. It is the responsibility of the advertiser to make sure that advertising material arrives before the material deadline. 50% of the advertisement fee will be charged if the cancellation is made before the booking deadline and full advertisement fee after the booking deadline.
7. The advertiser or advertising agency submitting the advertisement agree to indemnify Hong Kong College of Radiologists (HKCR) and its publishers against any costs, damages or other charges incurred as a result of legal actions or threatened legal actions arising from the publication of the advertisement published in accordance with the copy instruction supplied to the HKJR and its publishers by the advertiser or advertising agency. In any case where a claim is made against HKJR or its publishers, and where the advertiser and/or his advertising agency may ultimately be liable under the terms thereof, notice in writing shall be given to him in order that consultations shall take place before any expense is incurred, or before the claim is settled, defended or otherwise disposed of.
8. Payment is to be made on acceptance and confirmation of advertisement item/page position/issue appearance, or whenever invoiced thereafter. For advance bookings for consecutive issues, one payment shall be made (with discount). Remittances should be made to **“Hong Kong College of Radiologists”**.
9. The placing of an order with the HKJR shall amount to an acceptance of the above conditions.
10. Any conditions stipulated in the advertiser’s or agency’s order form shall be void in as far as they are in conflict with the conditions stated above.

## Advertising Inquiries

Please return the Advertising Booking Order Form to HKCR Secretariat by email, fax or post to:

Executive Assistant  
Hong Kong College of Radiologists  
Room 909, 9/F  
Hong Kong Academy of Medicine Jockey Club Building  
99 Wong Chuk Hang Road  
Aberdeen, Hong Kong SAR



(852) 2871 8788



(852) 2554 0739



hkjr@hkcr.org

## Advertisement Booking Order Form

Company/Organisation Name (in full)	
Contact Person (Position)	
Correspondence Address	
E-mail Address	
Tel / Mobile No.	
Nature/product of Ad <i>(Only one product per form)</i>	
No. of Issue(s) for Digital Issue Advertising	<input type="checkbox"/> 1 Issue <input type="checkbox"/> 2 Issues <input type="checkbox"/> 3 Issues <input type="checkbox"/> 4 Issues Starting from Vol. _____ No. _____ (Year _____ )
Position/Size for Digital Issue Advertising	<input type="checkbox"/> Outside Back Cover (OBC) <input type="checkbox"/> Full Page – Other Page (OP) <input type="checkbox"/> Inside Front Cover (IFC) <input type="checkbox"/> Half Page – Other Page (OP) <input type="checkbox"/> Inside Back Cover (IBC)
Website Advertising	<input type="checkbox"/> 1 Lower Banner <input type="checkbox"/> 2 Lower Banners <input type="checkbox"/> 3 Lower Banners Starting date: _____ for _____ months
Total Amount	HK\$

**I have read the Advertisement Booking Conditions and I agree with the terms stated.**

Signature: \_\_\_\_\_ Date signed: \_\_\_\_\_

Name in print: \_\_\_\_\_ Position: \_\_\_\_\_