

人民幣 RMB

2021 年 1 月生效 Effective on January 2021

重要版位 Main Section

	彩色 Color	套紅 Red	黑白 B / W
封面 Front cover	583,200	583,200	583,200
第三版 / 封底 A3 / Back cover	315,900	315,900	315,900
疊面版 Section front	267,300	267,300	267,300
報名下 Under title plate	10,100		

A 疊 A Section

全版 Full page	231,200	164,200	164,200
橫半版 Horizontal half page	115,600	87,500	87,500
直半版 Vertical half page	117,800	88,600	88,600
小全版 Junior page	92,900	70,200	70,200
1/4 版 Quarter page	48,600	36,800	36,800
中央雙全版 Centre spread full page	555,200	420,200	420,200
中央雙半版 Centre spread half page	277,600	210,600	210,600
中央雙小全版 Centre spread junior page	222,500	168,500	168,500
每平方吋 Per square inch	650	510	510

內頁 R.O.P

全版 Full page	199,000	102,800	102,800
橫半版 Horizontal half page	99,500	51,500	51,500
直半版 Vertical half page	100,600	52,000	52,000
小全版 Junior page	79,600	41,200	41,200
1/4 版 Quarter page	41,800	21,600	21,600
中央雙全版 Centre spread full page	477,400	246,400	246,400
中央雙半版 Centre spread half page	238,700	123,300	123,300
中央雙小全版 Centre spread junior page	191,000	98,700	98,700
每平方吋 Per square inch	560	290	290

啟事 Announcement

全版 Full page	199,000	134,800	134,800
橫半版 Horizontal half page	99,500	67,400	67,400
直半版 Vertical half page	100,600	68,200	68,200
小全版 Junior page	79,600	53,900	53,900
1/4 版 Quarter page	41,800	28,300	28,300
每平方吋 Per square inch	560	380	380

所有指定版位按廣告價目加收 20%。 20% additional charge for advertisement of special position.

彩色粉紙 Art paper 4 color

封面套頁 Wrapper	1,080,000	內頁插頁 4 版 Inside page x 4	1,026,000
封面插頁 2 版 Front cover x 2	604,800	內頁插頁 2 版 Inside page x 2	544,400
封面插頁 1 版 Front cover x 1	367,200	內頁插頁 1 版 Inside page x 1	237,600

彩色書紙 Woodfree paper 4 color

封面套頁 Wrapper	993,600
內頁插頁 4 版 Inside page x 4	829,500
內頁插頁 2 版 Inside page x 2	414,800

訂位 / 製作 / 稿件截稿時間 Booking / Production / Material Deadline

訂位 Booking	: 封面刊登前 5 天	Front cover 5 working days before publishing day
	內頁刊登前 2 天	Inside page 2 working days before publishing day
製作 Production	: 刊登前 3 天	3 working days before publishing day
電子檔案 Digital File	: 刊登前 2 天	2 working days before publishing day

取消訂位 Cancellation

封面 Front cover	: 刊登前 5 天	5 working days before publishing day
內頁 Inside page	: 刊登前 2 天	2 working days before publishing day

備註 Remarks :

*本報版面高 18 欄，每欄高 1.2 吋。

Full-page ad. is 18 columns, with each column having a height of 1.2 inches.

*豎直通欄廣告每吋作 26 方吋計算，橫條廣告每欄作 20 方吋計算。

Horizontal column ad is 20 sq. inches while vertical column ad is 26 sq. inches.

*特別度廣告、指定版面及高度超過 12 欄均加收 20%。

There will be additional charge of 20% for advertisements at specified page and ads exceeding 12 columns in height.

*廣告使用專色印刷，按彩色價格收費。

Spot colour advertising rate as colour.

廣告尺寸 Advertisement Size

A	封面全版	Front cover	h 535mm	w 320mm
	(預留右上角報頭位置 h173mm w54mm)			
B	內頁全版	Full page	h 535mm	w 320mm
C	橫半版	Horizontal half page	h 263mm	w 320mm
D	直半版	Vertical half page	h 535mm	w 156mm
E	小全版	Junior page	h 352mm	w 236mm
F	1/4 版	Quarter page	h 263mm	w 156mm
G	中央雙全版	Centre spread full page	h 535mm	w 656mm
H	中央雙半版	Centre spread half page	h 263mm	w 656mm
I	中央小全版	Centre spread junior page	h 352mm	w 496mm

欄數尺寸 Column Size

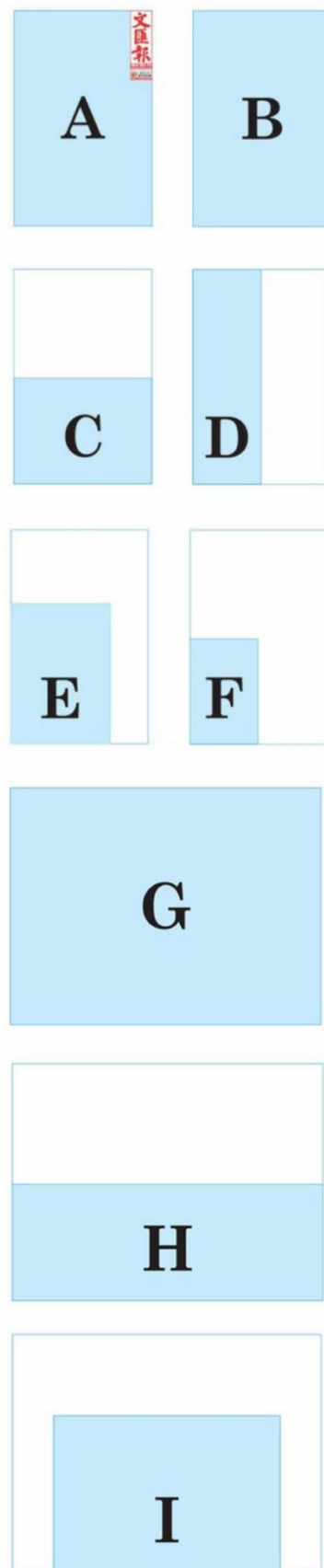
欄數	1 col	2 col	3 col	4 col	5 col	6 col
mm	28	54	83	112	142	174
欄數	7 col	8 col	9 col	10 col	11 col	12 col
mm	203	234	263	292	323	352
欄數	13 col	14 col	15 col	16 col	17 col	18 col
mm	380	412	443	473	502	535

廣告稿件電子檔案規格 Digital File Format

1. 稿件要求格式 PDF、JPEG、TIF；
2. CMYK 四色印刷規格，不接受 RGB 及專色(Pantone)檔案格式；
3. 稿件電子檔案解像度達 350 dpi；
4. 必須按照原稿實際尺寸製作，不需留出出血位；
5. 稿內文字如使用黑色，必須以單黑(K100)製作；
6. 不接受文字未有轉換成路徑(Outline/Path)及圖像未有嵌入的電子檔案；
7. 不接受 PageMaker、QuarkXpress、Coreldraw、及 MS Office 等檔案；
8. 廣告稿件須附帶打印色樣。

廣告檔案傳送方式 Transfer Methods

1. 檔案容量 10MB 以下電郵：advert@wenweipo.com
2. 檔案容量 10MB 以上使用 FTP Server ftp://ftp.wenweipo.hk
 登入戶名：user 密碼：wwpadv
 傳送檔案名稱不能使用中文字，請以數字代表刊出日期，英文字母代表稿件名稱。 例：20150628ABC



廣告刊列 Terms & Conditions

1. 客戶或廣告代理均須遵照香港文匯報有限公司（以下簡稱本報）所訂下列之刊登廣告條件及規例，並受其約束。本報有權更改、修正、附加或取締任何條件及規例而毋須向客戶預先通知。本報絕不接受客戶之訂位通知單上任何規條所限制。Advertiser / Advertising agency shall abide by the terms and conditions of advertisement posting issued hereunder by Wen Wei Po Limited (hereinafter called "the Newspaper") and shall be subject to them. The Newspaper has the right to change, amend, add or replace any terms and conditions without prior notice to the Advertiser. The Newspaper will accept no stipulations stated on the booking notice by the Advertiser.
2. 客戶或廣告代理刊登廣告，必須填妥由香港文匯報有限公司訂立之合同，並需由公司蓋章及授權人簽署確認。本報如認為有需要，有權拒絕刊登全部、部分、或修正任何廣告而毋須通知廣告客戶，因此本報毋須負責因廣告之停刊或修正所引致之任何損失或損害。All advertising bookings must be accompanied by a space order, which must be signed by an authorized person of the Advertiser / Advertising Agency and chopped with the company's stamp. Due to necessity, the Newspaper has the right to refuse to post wholly or partially, or revise any advertisement without prior notice to the Advertiser. The Newspaper will accept no liability for any loss or damage caused by posting stoppage or revision of the advertisement.
3. 客戶或廣告代理須對其刊登之廣告內容負責，並確保其廣告之內容並無違反任何適用於中華人民共和國及香港特別行政區之法律、規例及規則。Advertiser / Advertising agency shall be responsible for the content of the advertisement, and at the same time must ensure that the content of the advertisement is in accordance with the laws, provisions and rules applicable in The People's Republic of China and Hong Kong Special Administrative Region.
4. 客戶或廣告代理須就任何其廣告所引起與控告本報之一切任何性質之索償、法律行動或訴訟向本報作出絕對性之賠償，並賠償本報因該等索償、法律行動或訴訟而招致一切費用及損失。Advertiser / Advertising agency shall fully indemnify the Newspaper in case the Newspaper suffers from any kinds of claims, legal actions or lawsuits arising out of the advertisements against the Newspaper. The Advertiser shall also indemnify the Newspaper for all the fees or losses incurred as a result of such claims, legal actions and lawsuits.
5. 客戶或廣告代理在廣告合同簽訂後，不得擅自取消或停刊，否則客戶或廣告代理要賠償不少於 50% 的廣告費用。It will not be allowed to any posting stoppage or changes of posting date after signing the advertisement contract, otherwise at least a 50% of the advertisement all-in cost as the compensation expense should be paid from the advertiser/ advertising agency.
6. 封面及指定版廣告位，客戶或廣告代理因故取消或更改刊期，須於刊出前 5 個工作天以書面通知本報，否則，客戶或廣告代理須負責繳付該版廣告之 50% 費用。With regard to front page advertisements and advertisements on a designated page, a notification in writing must reach the Newspaper at least 5 working days prior to any posting stoppage or changes of posting date, otherwise a 50% of the rates will be charged to the Advertiser / Advertising agency.
7. 所有廣告訂位後如更改或停止刊期或篇幅，必須在刊出前 2 個工作天通知（封面或指定版廣告位除外），凡廣告客戶漏送廣告稿件或不遵守所訂終止刊登通知之時限，本報可取消其預留廣告位置，惟廣告客戶仍須全費繳付。With regard to advertisements that have been ordered to place (excluding front page advertisements and those on a designated page) a notification must be made at least 2 working days prior to any changes of posting date and space and prior to any posting stoppage. If the Advertiser / Advertising agency fails to deliver the poster manuscript or fails to comply with the notification deadline, the Newspaper may cancel the advertising position that has been reserved and at the same time the Newspaper will charge full payments to the Advertiser / Advertising agency.
8. 所有廣告來稿製作或客戶直接交來的檔案，如排印錯誤、損毀、遺失或印色問題，本報概不負責。廣告客戶不可要求將廣告費減扣。In respect of all advertisements of which file are prepared and submitted directly by the Advertiser or produced according to the Advertiser's poster manuscripts, the Newspaper holds no liability for any wrong typesetting and printing, damage, loss or color-printing problems. The Advertiser may not demand the Newspaper to reduce the rates.
9. 封面全版廣告如遇重要新聞，本報有權於報名旁加上標題簡要而毋須先行通知廣告客戶。In case there is front-page news on the day a full front-cover advertisement is to be posted, the Newspaper has the right to add a brief headline beside the masthead without prior notice.
10. 封面、封底或其他指定版位之廣告，如遇當日新聞需要，本報有權調至其他版面刊登，廣告費則按所刊之版位訂價收費。所有廣告版面的安排或調動，本報保留最終之決定權利而毋須事先通知。The Newspaper has the right to shift all advertisements on the front page, back page or in any other specified positions to any other pages in case there is a need arising from the news. The rates shall be readjusted accordingly. The Newspaper has the sole right to plan or shift all advertising positions without prior notice.
11. 為免廣告內容與本報撰寫的新聞版面造成混淆，客戶或廣告代理必須按照本報要求，在廣告上加上“廣告”字眼。In order not to confuse advertisements with editorial contents, the Advertiser / Advertising agency shall insert the wordings “廣告” when required by The Newspaper.
12. 廣告費用須以人民幣繳付，本報亦接受其他外幣付款，以本報訂定之兌換率為準，另加收 8% 手續費。Advertising charges shall be paid in RMB. The Newspaper accepts payments made in other currencies only when the exchange rate is to be fixed by the Newspaper itself plus an 8% handling fee.
13. 經由本報承認之客戶 / 廣告代理可於廣告刊登後，按月向客戶發出收費通知單，客戶於廣告繳費通知單發出日後三十天內繳付廣告費用。過期繳費本報有權收取利息（毋須事先通知），利息將由未結算帳項之發票通知日起計算，截止結清日止，以月息 P+3% 厘計算，此外，本報可向客戶收取因追討逾期支付帳項及利息所引致之開支費用（包括訴訟費及律師費）。The Newspaper shall send the Advertiser or the Advertiser's advertising agency which are recognized by the Newspaper, a debit note either after publication of the advertisement or by month. The Advertiser shall pay the full amount within 30 days from the issuance date of the debit note. The Newspaper has the right to charge the Advertiser an interest (without prior notice) for payments in arrears. The interest shall be calculated on the basis of P+3% per annum starting from the notice date of the bill of the unpaid balance until the day the payment is settled completely. The Newspaper shall require the Advertiser to pay all the expenses and fees (including fees for litigation and a solicitor) for the purpose of collecting payments in arrears and interest.
14. 刊登廣告條件及規例之英文譯本僅供參考，如英文譯本文義與中文原本有異時，應以中文原本為準。These terms and conditions of advertisement posting are translated from Chinese into English for guidance only. In case of discrepancy between the Chinese and the English versions, the Chinese version shall prevail.

廣告熱線（內地）: +86-852-28739831

廣告部熱線（香港）: 28739888

傳真（香港）: 2873 0009

電郵（香港）: advert@wenweipo.com