

# 《星島日報》優質精采 中產精英智選

中小企老闆

資訊科技部主管

公關顧問

投資銀行執行董事

政務主任

發展商項目經理

上市公司營運總監

律師行合夥人

市場及業務部副總裁

室內設計師

專業會計師



## 星島日報 廣告價目表

SING TAO DAILY

廣告熱線：(852) 3181 3000 網站：www.stheadline.com





## Sing Tao Daily Advertising Rate 星島日報廣告價目

(Effective: January 2024)

(生效日期：2024年1月)

Advertisement Position 廣告版位	B/W 黑白	Red 套紅	Spot 專色	4 Colour 四色
Specified Position 指定位置	HK\$	HK\$	HK\$	HK\$
Front Cover 封面	348,800	348,800	531,200	531,200
P.3 第三頁	/	/	445,400	445,400
P.5 / Section Front 第五頁 / 面版	/	/	384,000	384,000
Centre Spread (Full Page) 中央雙全版	401,900	401,900	702,100	702,100
Centre Spread (Junior Page) 中央雙小全版	226,100	226,100	394,900	394,900
Centre Spread (Half Page) 中央雙橫條半版	226,100	226,100	394,900	394,900
Section A A疊				
Full Page 全版	153,900	172,800	330,600	330,600
Half Page Vertical 直七吋通條	86,600	97,200	185,900	185,900
Half Page Horizontal 橫條半版	86,600	97,200	185,900	185,900
Junior Page 小全頁	69,200	77,800	148,800	148,800
Quarter Page 四分一版	36,300	40,700	78,000	78,000
ROP 內頁				
Full Page 全版 *1	128,300	143,700	275,500	275,500
Half Page Vertical 直七吋通條 *2	72,200	80,800	155,000	155,000
Half Page Horizontal 橫條半版 *3	72,200	80,800	155,000	155,000
Junior Page 小全頁	57,700	64,700	124,000	124,000
Quarter Page 四分一版	30,300	33,900	65,000	65,000
Per Sq. In. 每平方吋				
ROP 內頁	401	449	861	861

Advertising Hotline 廣告熱線：3181 3000

FAX 圖文傳真：2795 3007

E-mail 電郵：adv@singtao.com

## Sing Tao Daily Supplement Advertising Rate 特刊廣告價目

(Effective: January 2024)

(生效日期：2024年1月)

Advertisement Position 廣告版位	B/W 黑白	Red 套紅	Spot 專色	4 Colour 四色
ROP 內頁	HK\$	HK\$	HK\$	HK\$
Full Page 全版	131,800	147,200	279,700	279,700
Half Page Vertical 直七吋通條	74,200	82,800	157,300	157,300
Half Page Horizontal 橫條半版	74,200	82,800	157,300	157,300
Junior Page 小全版	59,300	66,200	125,900	125,900
Quarter Page 四分一版	31,100	34,700	66,000	66,000
Per Sq. In. 每平方吋				
ROP 內頁	412	460	874	874

Supplement Advertising Hotline 特刊廣告熱線：3181 3000

FAX 圖文傳真：2795 3007

E-mail 電郵：adv@singtao.com

## Sing Tao Daily Announcement Advertising Rate 通告 / 啟示廣告價目

(Effective: January 2024)

(生效日期：2024年1月)

Advertisement Position 廣告版位	B/W 黑白	Red 套紅	Spot 專色	4 Colour 四色
Per Sq. In. 每平方吋	HK\$	HK\$	HK\$	HK\$
ROP 內頁	416	466	882	882
Vertical Full Column (ROP) 內頁企身通條	/	/	/	/
ROP 內頁				
Full Page 全版	133,100	149,100	282,200	282,200

Announcement Advertising Hotline 通告 / 啟示廣告熱線：2798 2784

FAX 圖文傳真：2798 2785

E-mail 電郵：notices@thestandard.com.hk

### Notes:

- \*1. A full page is composed of 18 full columns and the height of each column is 1.2 inches. A full page advertisement is counted as 340 sq. in.
- \*2. Advertisement of height exceeding 12 columns is regarded as a vertical full column, and one inches (width) vertical full column is counted as 22 sq. in.
- \*3. Advertisement of width exceeding 12 inches is regarded as a horizontal full column, and one horizontal full column is counted as 20 sq. in.
- \*4. 20% loading charge is added on any advertisement exceeding 12 columns in height.

### 注意

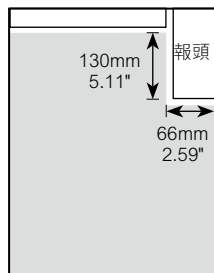
- \*1. 每版之高度共分為 18 格，每格 1.2 吋高計。全版廣告面積以 340 平方吋計算。
- \*2. 廣告高度 12 格以上作企身通條廣告計，每條企身通條 (1 吋闊) 面積 22 平方吋。
- \*3. 廣告闊度 12 吋以上作橫條廣告計，每條橫條 (1 格高) 面積 20 平方吋。
- \*4. 如廣告高度超過 12 格以上，另加 20% 附加費。

## Newspaper Mechanical Data 報紙來件資料

(Effective: January 2024)

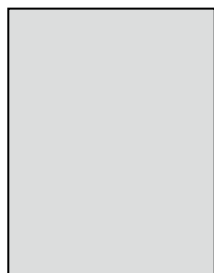
(生效日期: 2024 年 1 月)

Front Page 頭版



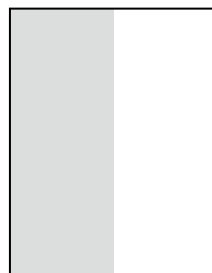
19.4"H X 12.75"W  
493mm H X 324mm W  
留報頭位 130mm H X 66mm W

Full Page 全版



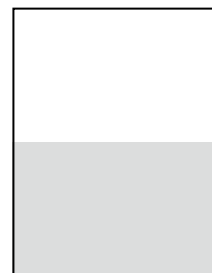
21"H X 13"W  
534mm H X 330mm W

Half Page Vertical 直條半版



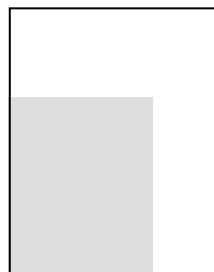
21"H X 6.5"W  
534mm H X 164mm W

Half Page Horizontal 橫條半版



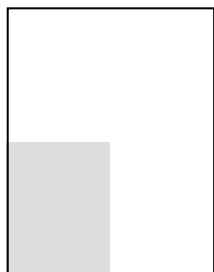
10.4"H X 13"W  
263mm H X 330mm W

Junior Page 小全版



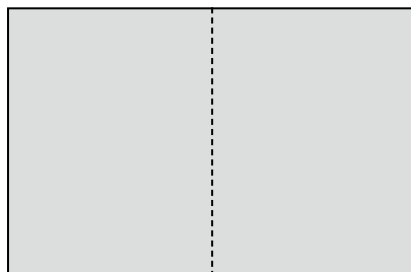
14"H X 9.5"W  
354mm H X 241mm W

Quarter Page 四分一版



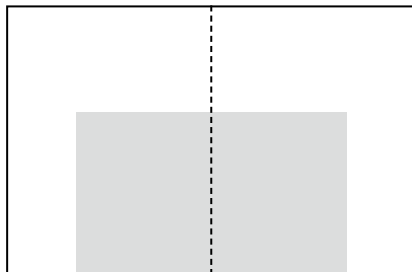
10.4"H X 6.5"W  
263mm H X 164mm W

Centre Spread (Full Page) 中央雙全版



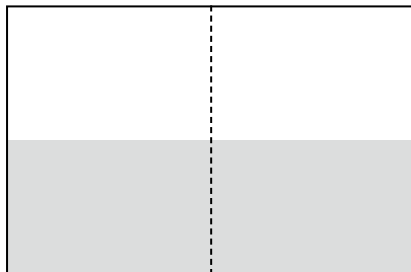
21"H X 26.25"W  
534mm H X 666mm W

Centre Spread (Junior Page) 中央雙小全版



14"H X 19.25"W  
354mm H X 488mm W

Centre Spread (Half Page) 橫條雙半版



10.4"H X 26.25"W  
263mm H X 666mm W

## Newspaper Mechanical Data 報紙來件資料

### Guideline for output file / 輸出檔案指引

Singtao Daily can accept the following software's file for printing, also the file need to meet the requirements listed below:

File Format : PDF/x-1a:2003 (Acrobat PDF 1.3), no other format can be accepted

Image Format :Color Image Size : 300dpi (Color Space: CMYK)  
Gray Scale Image Size: 300dpi (Color Space: Gray)  
Other Setting : Use "Crop image to fit frames"  
Compression : JPEG High Quality or above

Color Management Setting : do not change any setting

Page Setup : Page Size same as Document Size

Bleeding and Print Mark : not necessary

Fonts Usage : Embedded all fonts or Create paths

Font size: Point 6 or above is recommended

星島日報接受以下軟件輸出菲林，檔案請跟如下項目要求：

檔案格式：PDF/x-1a:2003 (Acrobat PDF 1.3)，不接受其他格式檔案

影像規格：彩色影像大小：300dpi (色域：CMYK)

灰階影像大小：300dpi

其他設定：使用『裁切影像資料以符合框架』

壓縮：JPEG 壓縮，品質『高』或以上

色彩管理：不需更改設定

頁面大小：以廣告的大小設定為頁面大小

出血及印刷標記：不需設定

字體使用：內嵌所有字體，或將字變成外框字

字體大小：建議 size 6 或以上

### Software / 軟件

Available Software : Illustrator Version CS5.1  
Photoshop Version CS5.1

支援軟件：Illustrator CS5.1 版本  
Photoshop CS5.1 版本

### Requirements / 要求

- \* All photoshop files should be at least 300 DPI / Actual size in CMYK format.
- \* The text in Illustrator should be created in OUTLINE.
- \* Color proof is a must for file output.
- \* If the files are put on the FTP server, please email the server IP address, Log on account, Password together with the output file name or the folder name.

- \* 所有相片檔案不少於 300 像數 /CMYK 格式在最大尺寸。
- \* 文字在 Illustrator 軟件內必須將字轉成圖象。
- \* 所有檔案必須跟彩色打稿。
- \* 如採用 FTP 伺服器，請用電郵傳輸伺服器網域地址，登入戶口密碼，輸出資料夾或輸出檔案名稱。

### Printing Details / 印刷細則

Method of Printing : Web Offset

Screen : 100 lines / inch for both black and white and four colour ads

Positive film, emulsion side down

\* Surcharge applies for using film submission at HK\$500 each time

印刷方式：捲筒柯式印刷

網線：黑白與彩色廣告均為 100 網

陽片菲林跟打稿，文字正面藥膜向下

• 以菲林來稿需繳附加費每次 HK\$500

### Files Transmission / 檔案傳送

Protocol : FTP

Compression : Windows: ZIP, SIT or RAR / Mac: SIT

傳送方式：FTP

壓縮方式：Windows: ZIP, SIT or RAR / Mac: SIT

### Color Proofing / 彩色稿

Paper Type: News Print Paper

Process Proof or Inkjet Proof is acceptable. Inkjet Proof is required to print on a color inkjet printer with color management system.

用紙：新聞紙

色稿方式：四色油墨稿或噴墨稿均可，噴墨稿必須具色彩管理功能的彩色噴墨打印機打印。

## Rate card for Advertorial / Artwork Production 廣告特輯製作價目表

Extra Charge for Advertorial Production 廣告特輯 *	Broadsheet Size 報紙尺寸	
	Full Page 全版	Half Page 半版
Reporting + Write-up 採訪 + 編寫 Write-up 編寫	HK\$9,000 HK\$6,000	HK\$6,000 HK\$4,500
Artwork Design & Production 稿件設計及製作	HK\$5,000	HK\$3,000
Output Film / Film Duplication 輸出菲林 / 菲林覆印	HK\$2,200	HK\$1,600
Copyright of Artwork 廣告版權	HK\$11,000	HK\$7,000

Remark: \* For advertorial production details, please contact our Advertising Department.

注意: \* 有關廣告特輯製作詳情, 請聯絡本報廣告部。

## Arrangements for Front Page Booking

### Order of pre-emption Category of advertisement

- 1st priority Front Cover plus one or more pages in Full Colour in section A. Any additional pages will be charged at Front Cover Full Colour rate irrespective of the booked position.
- 2nd priority Full Colour Full Page
- 3rd priority Spot Colour Full Page
- 4th priority B/W + Red Full Page
- 5th priority Horizontal Full Column  
(Horizontal full columns are placed from top to bottom positions of the page according to booking date chronologically.)

### Other Conditions:

- If more than one insertions fall on the same priority, order will be taken on a first-come-first-serve basis.
- For the purpose of pre-emption, any additional pages will be charged at Front Cover rate irrespective of the booked position.
- To queue in the order of pre-emption, formal booking order must be received by the Publisher at least 5 days prior to the publication date; otherwise booking will not be accepted.
- No alteration to insertion date or cancellation of order is allowed after a pre-emption has been exercised, or advertisers will be charged in full rate accordingly.
- Advertisers shall give seven days' notice prior to the publication date before any pre-emption could be exercised.
- Sing Tao Daily reserves the right to pre-empt the booking by news without prior notice and the right to make the final decision in the choice of front page advertisement notwithstanding the aforesaid.

In case of differences in the advertising terms and conditions between the English and the Chinese text, the English text shall prevail.

## 封面訂位之安排

### 優先權次序 廣告類別

- 第一優先權: 封面另加一版或以上於A疊內之全版彩色廣告, 其所有附加之版位(不論刊登位置)均以封面全版彩色廣告價格計算。
- 第二優先權: 全版彩色廣告。
- 第三優先權: 全版專色廣告。
- 第四優先權: 全版黑白套紅廣告。
- 第五優先權: 橫條廣告。  
(若同日有一個或以上橫條廣告, 則各廣告位置將依訂位時間先後作上下順序排列。)

### 其他原則

- 隸屬同一優先權者則以先到先得為原則。
  - 在行使優先權時, 所有附加之版位均以封面價格計算。
  - 欲享有優先權, 所有訂位必須於刊登日最少前五天交予出版商訂位表作實, 逾期概不接納。
  - 行使優先權後不得改期或取消刊登廣告, 否則廣告客戶仍要繳付全費。
  - 以行使優先權方式取代原本位置之廣告客戶, 必須於刊登日前七天訂位。
  - 星島日報保留新聞優先權之權利, 毋須預先通知及(不論以上所述)保留最終封面廣告決定權。
- 本刊登廣告規例及條件之英文本與中文本倘有歧義, 則以英文本為準。

## Material Deadline 截稿日期

### File Submission

One working day prior to publication date.

### Colour Proof

To reach Sing Tao Daily - Advertising Department by 10:30 p.m. one working day prior to publication for Section A, 8:00 p.m. for ROP and two working days prior to publication for "Feature" Section.

Attn: Sing Tao Daily - Advertising Department

Address: 8/F, Sing Tao News Corporation Building, 7 Chun Cheong Street, Tseung Kwan O Industrial Estate, Tseung Kwan O, New Territories, Hong Kong.

Telephone: 3181 3000 Fax: 2755 0110

### 檔案提交:

刊登前一個工作天

### 打稿可送往:

星島日報總社廣告部

稿件呈交時間: 要文版(A疊)  
內頁(R.O.P.)  
副刊

刊登前一個工作天 晚上十時半或之前  
刊登前一個工作天 晚上八時或之前  
刊登前兩個工作天

請註明:《星島日報》廣告部

地址: 香港新界將軍澳

將軍澳工業邨駿昌街七號星島新聞集團大廈八樓

電話: 3181 3000 傳真: 2755 0110

## Cancellation/Amendment Deadline 取消或延期刊登

7 working days in writing before publication

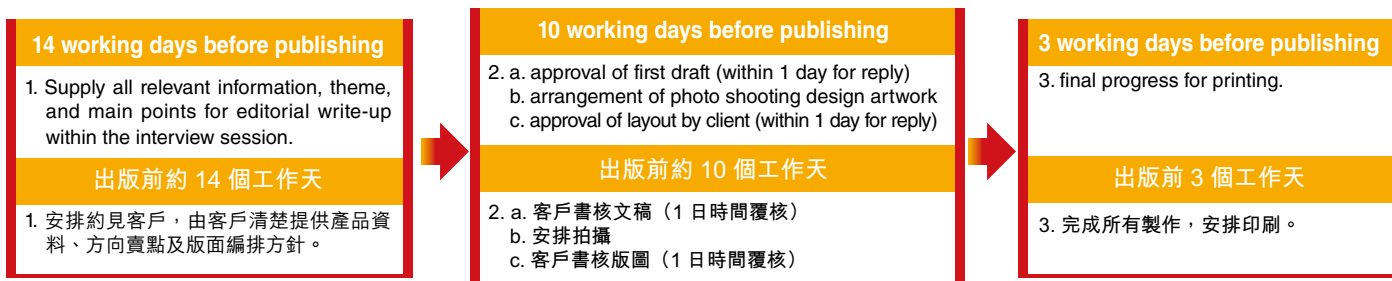
客戶必須於出版前七個工作天作書面通告, 否則不予辦理。



## ADVERTORIAL TERMS & CONDITIONS

1. In addition to the terms hereunder, the General Terms and Conditions on the rate card previously provided shall apply to each contract for the insertion of an advertorial. In the event of any variations or inconsistency between the General Terms and the terms below, the latter shall prevail.
2. The Advertiser undertakes to pay Sing Tao Limited in accordance with the rate above, which includes the expenses for editorial write-up, photographs, design, and colour separation. Any request for extra service or processing will be entertained subject to the discretion of Sing Tao Limited and at extra charges.
3. The Advertiser shall:
  - 3.1 confirm the booking of the advertorial at the latest 14 working days before the intended date of appearance of the advertorial in Sing Tao Daily ("Publishing Date");
  - 3.2 settle the full amount due in respect of the advertorial at least 10 working days before the Publishing Date (Late payment may render the space reserved for the Advertiser forfeited);
  - 3.3 supply all the relevant information, theme, the main points or editorial write-up within the interviews session, which shall take place 14 working days before the Publishing Date;
  - 3.4 ensure that advertorial layout conforms with the standard format of Sing Tao Daily; and
  - 3.5 pay a sur-charge equal to 20% of the relevant advertising fee if the order of advertorial is cancelled 14 days before the Publishing Date and 50% of the relevant advertising fee if the order is cancelled 7 working days before the Publishing Date.
4. The first draft and layout of the advertorial, except the colour proofs, will be sent to the Advertiser for approval. Unless otherwise notified by the Advertiser within the next 1 working day, Sing Tao Limited shall proceed with preparing the advertorial in accordance with the draft and layout accordingly.
5. Sing Tao Limited shall:
  - 5.1 be entitled to refuse editing or altering any write-up and artwork relating to the advertorial if it deems fit without giving any reasons therefor;
  - 5.2 have the right to decide on the final draft in relation to the editorial, photographs, and the layout of the advertorial; and
  - 5.3 reserve the right to revise the above terms and conditions during the term of the contract.
6. Sing Tao Limited shall have the copyrights and all other intellectual property rights of the advertorial.

## Advertorial Working Schedule 廣告特輯製作流程



For bookings and delivery of materials, please contact our Advertising Department .  
 如若惠訂廣告及送交稿件，請與星島廣告部接洽。

## GENERAL TERMS AND CONDITIONS

1. All advertising bookings must be accompanied by an advertising service contract, which must be signed by the Advertiser or Advertising Agency or the authorized person thereof ("the Advertiser") and affixed with the company's stamp in the event of corporate Advertiser. Sing Tao Limited ("Sing Tao Daily") will not be bound by any terms, conditions or instructions unilaterally imposed on the advertising service contract submitted by or on behalf of the Advertiser.
2. Sing Tao Daily reserves the right to reject, decline, or refuse to publish in whole or in part or to amend any material of any advertisement with or without prior notice or explanation to the Advertiser, wherever it considers necessary or desirable and whether or not such advertisement was previously acknowledged, accepted or published. Sing Tao Daily shall not be held liable for any loss or damage arising as a result of such non-publication or amendment as aforesaid and no compensation of any kind will be granted to the Advertiser in the event of non-publication or amendment of the same. Moreover, the Advertiser shall remain liable to pay Sing Tao Daily the full charges of such altered advertisements.
3. At times of overload of advertisements or extension of news coverage, Sing Tao Daily reserves the right to alter the date of insertions without previous notice.
4. The Advertiser warrants that the advertisement submitted for publication does not contravene the laws of Hong Kong, does not infringe the copyright or other intellectual property right of any third person, business or corporation. The Advertiser further warrants that the advertisement does not contain any libelous or slanderous materials, does not invade anyone's privacy, nor contain any indecency or obscenity. The Advertiser warrants that it has the unrestricted right to use all trademarks, service marks, logos, graphics portraits, photographs, pictures, artwork or the like contained in the advertisements.
5. The Advertiser shall absolutely indemnify Sing Tao Daily against all claims, actions and proceedings of whatsoever nature which may be brought, commenced or prosecuted against Sing Tao Daily by reason of or arising out of any of their advertisements, and also against all costs (including legal costs on full indemnity basis) and damage which Sing Tao Daily may incur arising out of any such claims, actions or proceedings.
6. Advertisement materials must conform to the production and quality specifications and any other requirements stipulated or referred to the Rate Card of Sing Tao Daily. Materials submitted by the Advertiser which require extra processing will be subject to extra charge. Sing Tao Daily will not be held liable for any typographical error and no reduction in rate shall be claimed against Sing Tao Daily in such event.
7. Advertising material for insertion must reach the Advertising Department of Sing Tao Daily on or before the deadline as stipulated in the Rate Card. Late delivery of advertising material or cancellation of booking after the deadline will result in forfeiture of the space reserved and the Advertiser shall be liable to pay the full cost in any event.
8. The Advertiser shall not cancel orders for advertisement after the booking deadline stated in the Rate Card.
9. Sing Tao Daily shall not be held responsible for any loss or damage of the supplied advertising materials and the Advertiser shall at its own expenses collect them at the office of Sing Tao Daily Advertising Department within one month after the publication of the advertisement, failing which Sing Tao Daily shall be entitled to destroy or dispose of them as it deems fit without any liability to the Advertiser.
10. The Advertiser shall pay the advertising fee upon submitting the relevant advertising service contract to Sing Tao Daily. Payment of accounts for the new advertiser shall be fully made on the date of submitting the contract failing which the contract will be void. Payment of account for the credit approved Advertiser shall be made not later than fourteenth day from the date of invoice. Payment should be made by crossed cheque drawn in favor of "Sing Tao Limited" in Hong Kong Dollars without any deduction or set-off. Late payment will be charged with overdue interest at prime rate plus 4% per annum.
11. Sing Tao Daily shall be entitled to insert the word "Advertisement" or "廣告" in such manner as it deems fit on the advertisement without prior notice to the Advertiser if Sing Tao Daily is of the opinion that the advertisement warrants such description.
12. Horse Racing, Job Market and Property Sections are not included in certain subscription and bulk sales copies, such as school copies.
13. All complaints or claims regarding any advertisements published must be made in writing within 2 days from the date of publication of the advertisement with good causes stipulated therein and the time for making such complaints or claims shall be of the essence. Late submission of claims will absolutely not be entertained by Sing Tao Daily. The maximum liability of Sing Tao Daily shall be limited to the amount of charges of the relevant advertisement.
14. In case the Advertisement is an advertorial, Advertiser must also obey all the regulations in the "Advertorial Terms and Conditions" of the Rate Card.
15. 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 General Terms & Conditions, Advertorial Terms and Conditions, and Rate Card.