

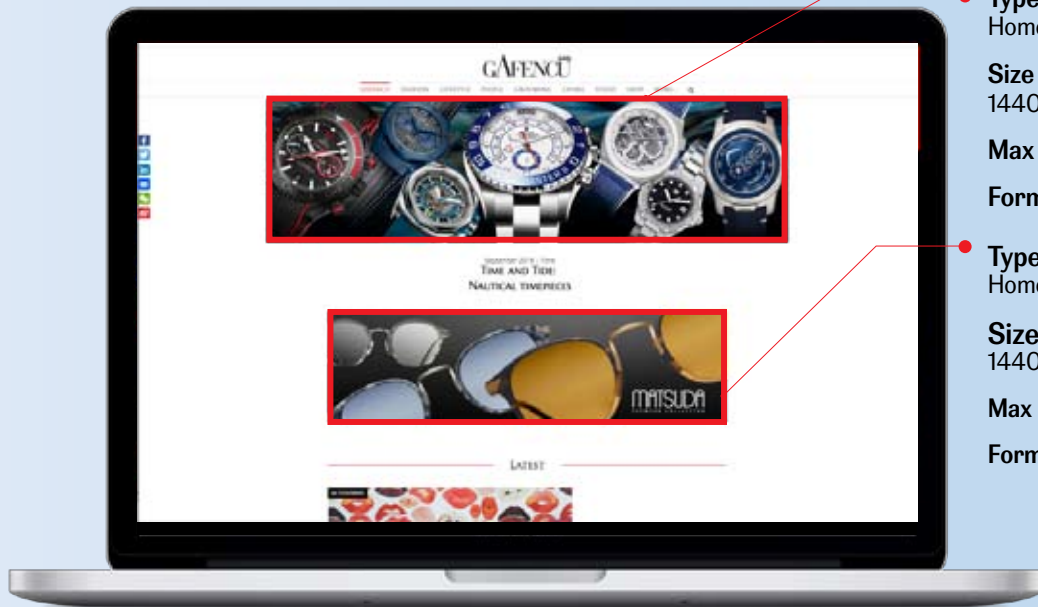
# GAFFENCU 高峰傲



WEBSITE  
RATE CARD 2023



[www.igafencu.com](http://www.igafencu.com)



Type:  
Home Slider Banner (Top)

Size (WXH) PX:  
1440 x 400

Max File Size: 300KB

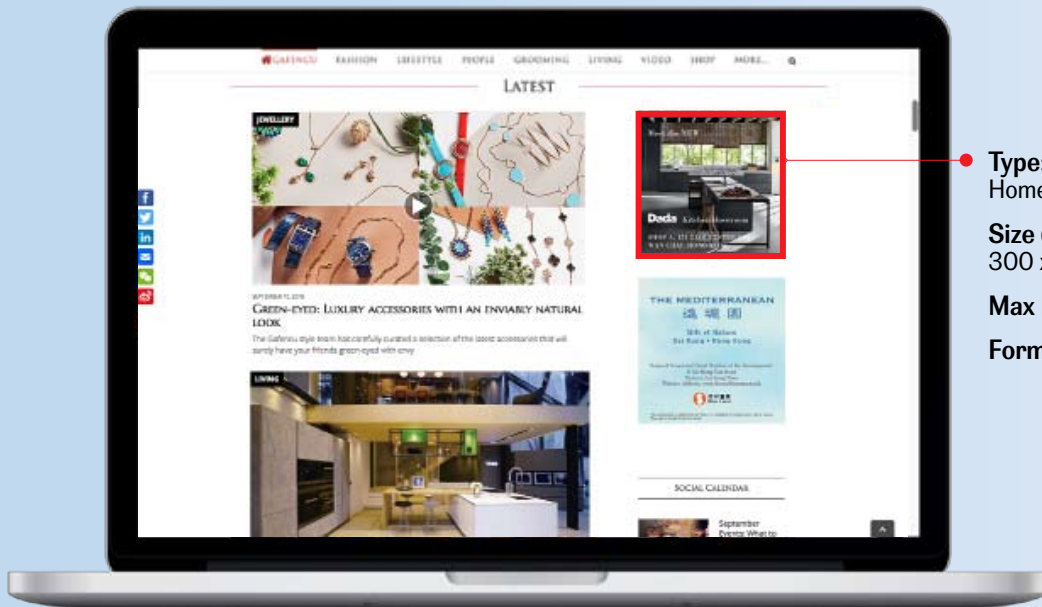
Format: JPG

Type:  
Home Banner

Size (WXH) PX:  
1440 x 400

Max File Size: 300KB

Format: JPG



Type:  
Home Sidebar

Size (WXH) PX:  
300 x 300

Max File Size: 300KB

Format: JPG



Type:  
Home Sidebar (Vertical)

Size (WXH) PX:  
300 x 600

Max File Size: 300KB

Format: JPG

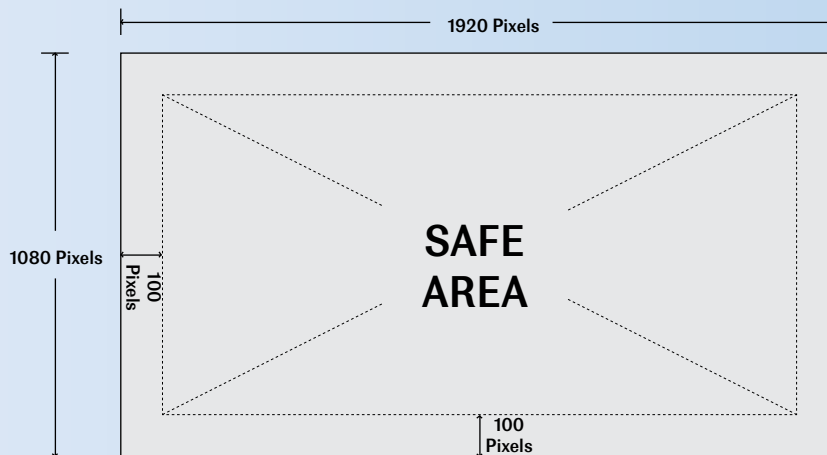


**Type:**  
Full Screen Parallax

**Size (WXH) PX:**  
1920X1080

**Max File Size:** 300KB

**Format:** JPG



Type matter and illustrated material not intended to bleed must be kept within the safe area.

## Advertising Rates (HK\$) (Per Week)

AD TYPE	SIZE (WXH) PX	MAX FILE SIZE	FORMAT	PLACEMENT/EXPOSURE PER WEEK			
				HOME PAGE	CATEGORY PAGE	SUB-CATEGORY	POST
Home Slider Banner (Top)	1440X400	300 KB	JPG	HKD 7,500	HKD 5,000	HKD 4,050	HKD 3,380
Home Banner	1440X400	300 KB	JPG	HKD 5,000	HKD 3,750	HKD 3,000	HKD 2,500
Home Sidebar (Vertical)	300X600	300 KB	JPG	N/A	HKD 3,750	HKD 2,000	HKD 2,000
Home Sidebar (Square)	300X300	300 KB	JPG	HKD 2,250	HKD 1,875	HKD 1,250	HKD 1,000
Full Screen Parallax	1920X1080	300 KB	JPG	N/A	HKD 3,000	HKD 2,500	HKD 2,000

# General Conditions and Terms of Acceptance

1. Any request for advertising space must be signed on a contract form issued by Total Media Limited. Advertisers who engage advertising agencies as their agents should issue an insertion order made out to Total Media Limited.
2. The publisher reserves the right to reject any advertisement.
3. The publisher will not be liable for any consequential loss or damage caused by the failure of any advertisement to appear from any cause whatsoever, nor does it accept liability for errors in any advertisement published, nor its failure to appear on a specified date.
4. All advertisements are accepted and published by the publisher upon the understanding that the agency and/or advertiser is entitled to publish the entire contents and subject matter thereof. In consideration of the publisher's acceptance of such advertisements for publication, the advertiser and/or agency will indemnify the publisher from any loss or expense resulting from claims or suits based upon contents or subject matter of such advertisements, including, without limitation, claims or suits for libel, violation of right or privacy, plagiarism or copyright infringement.
5. Advertisements must be inserted within one year of the date of first insertion to earn frequency rates.
6. In the event of copy instructions not being received by the material deadline, the publisher, upon written notification to the Advertiser, reserves the right to repeat a previous advertisement of the same size for which the advertiser will be liable for full payment at the negotiated rate reflected on the insertion order.
7. Cancellation of an order for advertisement will be accepted only if it is received by the publisher in writing, no later than close of business of the 45th day preceding the first day of the month of publication (e.g. no later than close of business on the 15th August for the October edition). For any applications for cancellation later than that, the publisher shall be entitled to require the advertiser to pay the advertising rates in full for the cancelled advertisement.
8. If the advertiser or agent gives notice of cancellation or reduction of any part or portion of the work contracted for, then any preferential rates and/or position protection originally agreed shall cease to apply and the normal rates as set out shall apply instead. On cancellation or curtailment by the advertiser or agent of a contract for a number of advertisements, then any preferential rates and/or position protection shall cease and the normal rates as set out shall apply to advertisements or insertions already used up to the date of cancellation or curtailment.
9. Where relevant, all restrictions, liabilities and fees specified for the acceptance of print advertisements are also deemed to be applicable to online advertisements accepted for inclusion on any website or other electronic media operated by Total Media Limited.
10. Advertising schedules composed of mixed space units will be deemed acceptable for any appropriate discounts, however smaller and larger units cannot be aggregated in order to qualify for larger size discounts.
11. The publisher accepts no responsibility for any errors or omissions in any advertising materials provided by the advertiser or its agency (including errors in key numbers) or for changes made after the closing date.
12. The publisher reserves the right to amend any advertising copy liable to be misconstrued as news or feature content with the heading: "advertisement" or "advertorial" or any other title deemed appropriate by the publisher.
13. All advertisements must be paid for within 10 days of publication. The publisher reserves the right to cancel, reject or cease to publish the remaining advertisements in subsequent issues already signed as per the contract if the agreed payment schedule is not met.
14. Any complaints or claims regarding published advertisements must be made in writing within 15 days following the date of publication and be sent by registered post or recorded delivery to the publisher.
15. Any alleged oral commitments with regards to special positions, discounts, compensation or re-run advertisements will not be considered binding until (or unless) acknowledged by the publisher in writing.
16. Any agreements, conditions, rates, rules or regulations not set out above or described in this document and not previously agreed in writing will not be considered to be binding.
17. Exclusive of negotiated rates as stipulated on Insertion Order(s), incorrect rates or conditions specified in advertising contracts which contravene any of the above regulations will be regarded as clerical error and the advertisements will be published and charged for at the applicable rates in effect at time of publication.
18. Any contracts or agreements in exception or contrary to the above regulations and requirements will only be considered binding if acknowledged in writing by the publisher.



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