



Hong Kong Association of Southern California

Tel: (213) 622-9446 ♦ Fax: (213) 622-9558 ♦ E-mail: info@hkasc.org ♦ Website: www.hkasc.org

2017-2018 MEMBERSHIP DIRECTORY

ADVERTISING CONTRACT AUTHORIZATION

Please select one or more of the following:

		Non-bleed Size*	Trim Size*	Bleed Size*
<input type="checkbox"/> Full-page Inside (Color)	\$1,000	(5" x 8")	(5.5" x 8.5")	(5.75" x 8.75")
<input type="checkbox"/> Full-page Inside (Color) – Story Ad	\$800	(5" x 8")	(5.5" x 8.5")	(5.75" x 8.75")
<input type="checkbox"/> Half-page Inside (Color)	\$600	(5" x 3.75")	(5" x 3.75")	(5" x 3.75")
<input type="checkbox"/> Full-page Inside (Black/White)	\$700	(5" x 8")	(5.5" x 8.5")	(5.75" x 8.75")
<input type="checkbox"/> Half-page Inside (Black/White)	\$400	(5" x 3.75")	(5" x 3.75")	(5" x 3.75")
<input type="checkbox"/> Full-page Inside Front Cover (Color)	\$1,500	(5" x 8")	(5.5" x 8.5")	(5.75" x 8.75")
<input type="checkbox"/> Full-page Back Cover (Color)	\$2,000	(5" x 8")	(5.5" x 8.5")	(5.75" x 8.75")

Company (Advertiser) : _____

Contact Person: _____ Title: _____

E-mail: _____ Phone: _____

Address: _____

Payment Method (Please select one)

☐ By Check

Please prepare a check payable to “**Hong Kong Association of Southern California**”, and mail to:

Hong Kong Association of Southern California
350 South Figueroa Street, Suite 139, Los Angeles, CA 90071

together with this Advertising Contract Authorization form completed and signed.

☐ By Credit Card

Please complete the credit card payment online at <http://bit.ly/ad-payment>. You may also call HKASC at Tel: (213) 622-9446 to complete the payment.

I hereby authorized the Hong Kong Association of Southern California to insert an advertisement in the 2017-2018 Membership Directory as specified, and agreed to pay the full amount upon signing this authorization. The Advertiser shall defend, indemnify, and hold harmless the Hong Kong Association of Southern California against any claims resulting from unauthorized use of names, photos, sketches, artwork, trademarks, labels, or words in the advertisement and releases the Association from all damages and liability relating to the advertisement.

The Hong Kong Association of Southern California reserves the right of final decision in all matters regarding the ad placement and publication of the membership directory.

Signature: _____ Date: _____

Name (Printed): _____ Title: _____



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2017-2018 MEMBERSHIP DIRECTORY

Deadline for Ad
Artwork Submission:
July 7, 2017

Electronic Files Specifications

<i>File types</i>	PDF	(Adobe Acrobat 4.0 or higher)
	EPS	Best for images with graphics and fonts. Make sure files for photos included are in CMYK mode; black & white files must be in grayscale mode. All types need to be outlined.
	JPG	(Resolution 300dpi) For clarity and readability, font size smaller than 10 point (for English) and 12 point (for Chinese) are NOT recommended. Color ads must be in CMYK mode; black & white ads must be in grayscale mode. When saving your jpg file, please select Baseline (Standard) in Format Option.
	TIFF	(Resolution 300dpi) For clarity and readability, font size smaller than 10 point (for English) and 12 point (for Chinese) are NOT recommended. Color ads must be in CMYK mode; black & white ads must be in grayscale mode.

Compressed File Types: Winzip, WinRAR

Via Internet: For files sent as email attachment, the largest acceptable size should not be larger than 15MB in total

*Note: Exact ad size and specifications may be subject to change. Notice will be provided for all purchased ads.

Deadline for Submission of Advertisement Artwork : July 7, 2017