

LIVING IN HONG KONG

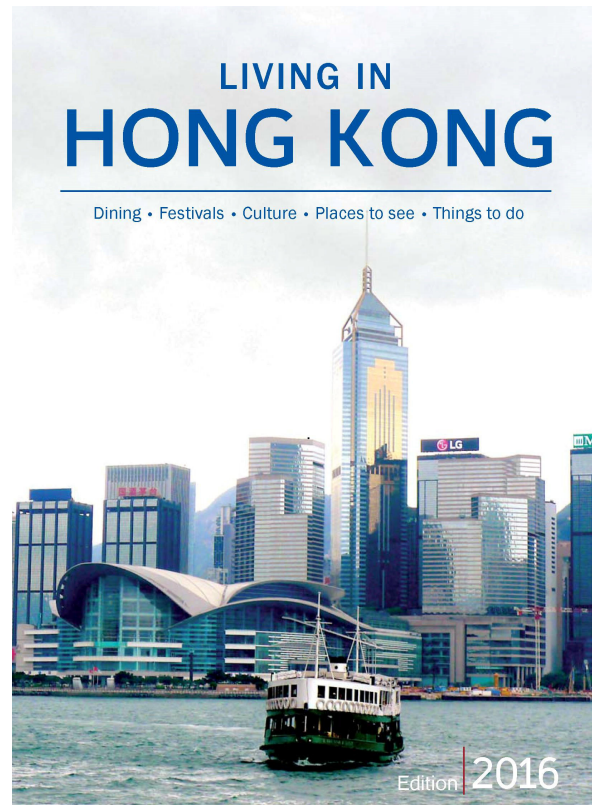
Dining • Festivals • Culture • Places to see • Things to do

Edition | 2017

Published by

AmCham

Published by
AmCham since
1973



SIRVA® Worldwide
Relocation & Moving



Circulation and Demographics

Living in Hong Kong is a compendium-style all-you-need-to-know guide for newcomers to Hong Kong. Its goal is to provide an up-to-date definitive source on all manners of needs. They range from things to know on the first reconnaissance here through finding a home, school, getting settled when arrived and enjoying life in Hong Kong. This consumer-oriented book is designed as a sort of “hotline” with useful phone numbers and contacts to other sources of help.

Living in Hong Kong will be sold through the Chamber office/on its website, and leading bookshops in Hong Kong. International companies in Hong Kong purchase bulk orders of the book for their new employees. It reaches expatriates – most of them high-earners, their families, and newcomers who seek reliable and practical information as they settle in. AmCham members often buy the book for their relatives and friends who are new to Hong Kong. With a diversified membership (currently 43% are Americans), the book is one of the best-selling publications for AmCham.

Display Advertising Rates 2017 Edition

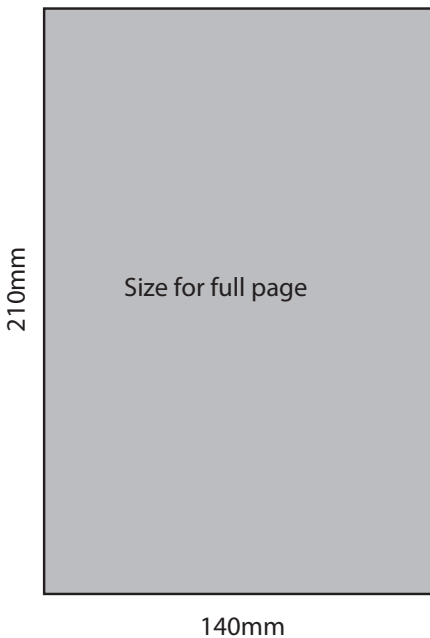
Front fold out:	\$72,000	Bookmark :	\$32,000
Inside front cover :	\$30,000	Page gatefold :	\$45,000
Inside back cover :	\$25,000	Full page 4-color	\$18,000
Back cover :	\$36,000	Full page B/W	\$14,000

* an additional charge of 15% for preferred position

Exclusive (Special 4X Full page 4-color) \$42,000

The package can be advertised in any of the following chapters

- Custom, Religions and Festivals
- Where to Shop
- What to Shop
- Wine & Dine
- Arts and Culture
- Recreation
- Family Fun
- Moving to Hong Kong
- Getting Settled and Accommodations
- Southside Comfort
- Serviced Apartments
- Business Centers
- International Schools
- Advanced Education
- Transportation
- Healthy Living
- Next Door: Guangzhou, Macau



Display Ad Deadline

Booking & Material: **May 1, 2017**

Publication: **July 2017**

Material Specs

The trim size for FP4C is 140mm (W) x 210mm (H)

The trim size for DPS is 280mm (W) x 210mm (H)

File Format

- Artwork for advertisements should be supplied as PDF files in 350 dpi
- Screen line must be 175 Lpi
- Artwork should have crop marks and a bleed of 3mm.

Bulk Order

Feature your company logo with an order of 100 copies or more, please contact Assistant Sales Manager for more information.

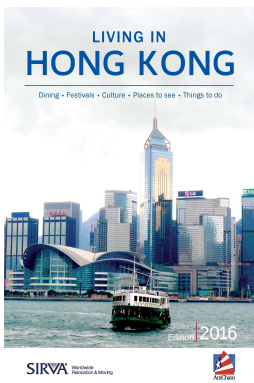
Contact

AmCham Publication Department.

Assistant Advertising Sales Manager : Mr. Tom Chan

Direct line : 2530 6942, Email : tchan@amcham.org.hk

Advertising Sales Manager : Mr. Tom Chan



"LIVING IN HONG KONG 2017" LISTING RATE SHEET

published by the Ammerican Chamber of Commerce in Hong Kong
PUBLICATION DATE: July 2017
BOOKING & MATERIAL DEADLINE: May 1, 2017



Please book your listing by signing at the space below and returning this form with payment to the *Publications Department, AmCham, 1904 Bank of America Tower, 12 Harcourt Road, HK* by **May 1, 2017**

(Prepayment is required and the payment must be made before the May 30, 2017)

Listing Rate Sheet – Please Select

Size A : 1/4 page 53mm (W) x 87mm (H)	Text plus company logo (Company Name, Telephone & Fax no., Address, Email , Website, Contact & Company profile max words 50)	HK\$2,800.00
Size B : 1/4 page 53mm (W) x 87mm (H)	Text plus company logo and 1 photo (Company Name, Telephone & Fax no., Address, Email, Website, Contact & 20 words)	HK\$3,200.00
Size C : 1/2 page 53mm (W) x 177mm (H)	Text plus company logo and 3 photo maximum (Company Name, Telephone & Fax no., Address, Email, Website, Contact & Company profile max words 160)	HK\$4,300.00
Size D : Full page 110mm (W) x 177mm (H)	Text plus company logo and 3 photo maximum (Company Name, Telephone & Fax no., Address, Email, Website, Contact & Company profile max words 195)	HK\$7,500.00
Hyperlink	URL for Hyperlink with website (Free w/ Size D: Full Page Listing)	HK\$2,000.00
Total Amount		

Please select the chapter for placement of your listing

Chapter 1. Custom, Religions and Festivals	Chapter 10. Southside Comfort
Chapter 2. Where to Shop	Chapter 11. Serviced Apartments
Chapter 3. What to Shop	Chapter 12. Starting a Business
Chapter 4. Wine & Dine	Chapter 13. International Schools
Chapter 5. Arts and Culture	Chapter 14. Advanced Education
Chapter 6. Recreation	Chapter 15. Transportation
Chapter 7. Family Fun	Chapter 16. Healthy Living
Chapter 8. Moving to Hong Kong	Chapter 17. Next Door: Guangzhou, Macau
Chapter 9. Getting Settled and Accommodations	

LISTING BOOKING CONFIRMATION

Contact Person _____ Tel: _____ Fax: _____

Email _____

Check # _____ payable to **The American Chamber of Commerce in Hong Kong**

Authorized Signature _____

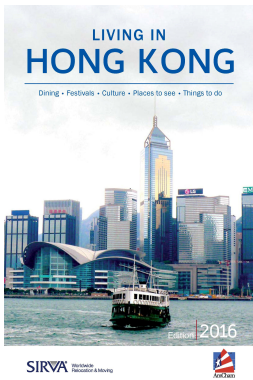
Payment by Credit Card by American Express / Diners / Master card / VISA (please circle credit card type)

Cardholder's Name: _____ Card # _____

Card Issuing Bank: _____ Exp Date: _____

Signature _____ (Signature must be the same as that on the credit card)

(Attach and email to tchan@amcham.org.hk)



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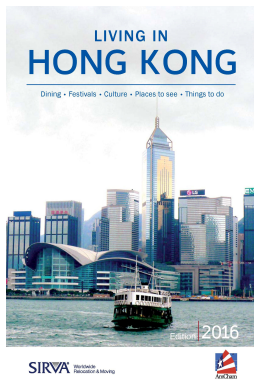
This Section is ONLY for new listings, and for those who want to update existing listings

Complete details for listings - a maximum of 34 characters per line

Company Name	
Address 1	
Address 2	
Address 3	
Tel	
Fax	
Email	
Web	
Contact	

Company Profile:

Please send with logo and photo files (if any)



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Listing Examples

A 1/4 page (53mm W x 87mm H)

LOGO
Logo Box 53mm W x 22mm H

Company Name
 Address
 Address
 Tel (852) xxxx xxxx
 Fax (852) xxxx xxxx
 Email info@xxxxxxxx.com
 Web www.xxxxxxx.hk
 Contact xxxxxx xxxxxx

TEXT
Max Word Count: 50 Words

B 1/4 page (53mm W x 87mm H)

LOGO
Logo Box 53mm W x 22mm H

Company Name
 Address
 Address
 Tel (852) xxxx xxxx
 Fax (852) xxxx xxxx
 Email info@xxxxxxxx.com
 Web www.xxxxxxx.hk
 Contact xxxxxx xxxxxx

TEXT Max Word Count 20 Words

PHOTO
Photo Box 53mm W x 23mm H

C with 3 Photos
1/2 page (53mm W x 177mm H)

LOGO
Logo Box 53mm W x 22mm H

Company Name
 Address
 Address
 Tel (852) xxxx xxxx
 Fax (852) xxxx xxxx
 Email inquiry@xxxxxxxx.com.hk
 Web www.xxxxxxxx.com.hk
 Contact xxxxxxxx
 xxxxxxxx

TEXT
Max Word Count: 115 Words

PHOTO 1
Photo Box 25.5mm W x 30mm H

PHOTO 2
Photo Box 25.5mm W x 30mm H

PHOTO 3
Photo Box 53mm W x 30mm H

D Full page (110mm W x 177mm H)

Company Name

LOGO
Logo Box 53mm W x 22mm H

Company Name
 Address
 Address
 Tel (852) xxxx xxxx
 Fax (852) xxxx xxxx
 Email info@xxxxxx.org
 Web www.matilda.org

TEXT
Max Word Count 195 Words

PHOTO
Photo Box 53mm W x 30mm H

PHOTO
Photo Box 53mm W x 30mm H

PHOTO
Photo Box 110mm W x 60mm H

Notes for Submission of Content

Text

- Send a word document saved (titled) with your company name, size of listing and the chapter you want the listing placed:
ie. "companyname-sizeb-chp4.doc"

Logo

- Send your company logo with a minimum resolution of 300dpi 1:1 as an Adobe Illustrator or Tiff file: saved (titled) with your company name, size of listing and the chapter you want the listing placed as ie. "companyname-sizeb-chp4.tiff"

Photo(s)

- Send your photo(s) with a minimum resolution of 300dpi 1:1 as JPEG or Tiff file saved (titled) with your company name, size of listing and the chapter you want the listing placed: ie. "companyname-sizeb-chp4 photo (1).jpeg"
- Each booking includes 3 revisions. **Additional amendments after the Final Draft will subject to additional charges (\$300@)**