

Hong Kong Physiotherapy Association
Monthly Schedule for Central Mailing 2017

Month / Year	Deadline for submission of mailing materials
Jan 2017	6 Jan 2017
Feb 2017	3 Feb 2017
Mar 2017	6 Mar 2017
Apr 2017	5 Apr 2017
May 2017	5 May 2017
Jun 2017	5 Jun 2017
Jul 2017	7 Jul 2017
Aug 2017	4 Aug 2017
Sep 2017	6 Sep 2017
Oct 2017	4 Oct 2017
Nov 2017	6 Nov 2017
Dec 2017	4 Dec 2017

Remarks:

- Members are expected to receive central mailing at around 25th of each month.
- Central mailing will be sent out together with News Bulletin in even months (February, April, June, August, October & December).
- Members opted for e-mail notification will receive e-copies of mailing material **ONLY** in all months.
- Reminder will be sent **1 week** before the **deadline for submission of mailing materials**.
- All central mailing materials can be sent to Ms. AnnaBella SUEN at annabellasuen@yahoo.com.hk in 2017.



HONG KONG PHYSIOTHERAPY ASSOCIATION LIMITED

香港物理治療學會有限公司

中國香港特別行政區 九龍佐敦德輔街12號興富中心9樓901室
Room 901, 9/F Rightful Centre, 12 Tak Hing Street, Jordan, Kowloon, HKSAR
www.hongkongpa.com.hk Tel: (852) 2336 0172 Fax: (852) 2338 0252

Advertisement

Price list:

Publication	Indexed Journal	News Bulletin
Frequency	Biannual (June, Dec)	Bi-monthly (Feb, Apr, Jun, Aug, Oct, Dec)
Rate (HK\$)/Per Print	Full page (A4) Colored Back Cover - \$7,700 Colored Inside Front - \$6,600 Colored Inside Back - \$6,050 B/W Inside - \$4,620	Full page (A4), Dark blue/orange Inside Back - \$6,600 Inside - \$6,050 Half page - \$4,950 Quarter page - \$4,400 Insert pamphlet (one A4 size paper) - \$9,900
Circulation no.	Around 1,300	Around 1,300

Special packages:

Package	Description	Discount
Platinum	Advertisement in Journal and News Bulletin for the full year (2 consecutive issues of Journal + 6 consecutive issues of News Bulletin)	20% discount will be applied to the advertisement fee for the News Bulletin.
Gold	Advertisement in News Bulletin for the full year (6 consecutive issues)	10% discount will be applied.
Silver	Advertisement in 3 issues of News Bulletin within a 12-month period.	5% discount will be applied.

To enjoy the discount offered in the above packages, the fee must be paid in one instalment at the time of ordering.

Distribution:

Both publications will be distributed to members of the Association, selected local and international university libraries, public libraries, hospital chief executives and most health institutions. They will also be sent to overseas members of the Association, worldwide physiotherapy associations (members of WCPT), and China official medical and rehabilitation associations.

Submission deadline:

Please note that **our deadline for submitting advertisement in the table below**. Clients are responsible for producing the layout of the advertisement. Soft copy could be saved in either Word, jpeg or pdf files. The Association reserves the right to reject any advertisement.

Issue	Publication date	Deadline for submission of advertisement
Vol. 21, no. 1	End of Feb, 2017	Jan 13, 2017
Vol. 21, no. 2	End of April, 2017	March 17, 2017
Vol. 21, no. 3	End of June, 2017	May 19, 2017
Vol. 21, no. 4	End of August, 2017	July 14, 2017
Vol. 21, no. 5	End of October, 2017	Sept 15, 2017
Vol. 21, no. 6	End of December, 2017	Nov 17, 2017

Payment:

Invoice will be issued when the advertisement is accepted. Payment has to be made in advance by bank draft or crossed cheque payable to '**Hong Kong Physiotherapy Association Limited**'. The payment must be settled before the deadline shown below.

Issue	Publication date	Deadline for payment
Vol. 21, no. 1	End of Feb, 2017	Jan 31, 2017
Vol. 21, no. 2	End of April, 2017	March 31, 2017
Vol. 21, no. 3	End of June, 2017	May 31, 2017
Vol. 21, no. 4	End of August, 2017	July 31, 2017
Vol. 21, no. 5	End of October, 2017	Sept 30, 2017
Vol. 21, no. 6	End of December, 2017	Nov 30, 2017

Enquiry:

For enquiry and submission of **electronic file of your advertisement (doc, jpeg, pdf)**, please contact Mr. Alexander WOO at alexander.woo@polyu.edu.hk or Tel: (852)2766-5386



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Making Advertisement on the HKPA homepage

Dear Customer,

HKPA have three packages to promote your product to our members.

1. Pass it through email dissemination system (HKD \$3,300 as administration fee, twice a month with total six dissemination).
2. Advertisement via HKPA NEWS website (HKD \$3,300 as administration fee: <http://www.hongkongpa.com.hk/News.html>).
3. Advertisement via NEWS BULLETIN publication (HKD \$4,950 for half page: <http://www.hongkongpa.com.hk/Publication.html>).

Terms and Conditions for package one and two:

1. Banner dimension: size of **800 X 300**pixel.
2. Banner file format: .jpg or .png
3. Product documents:
 - a. File format: Adobe pdf format,
 - b. File size: less than 3 MB
 - c. Page numbers: Less than 5 pages of A4 Size paper
4. Posting duration: **2 months**
5. The ads will be placed inside the zone '**News provided by Sponsor Organization**'.
6. The sequence of advertisement will be allocated according to the descending order that means the newer ads will be placed on the top of the list.

Enquiry

Please contact Mr. Brian MA (HKPA Senior IT manager) by 9772 9344 or physio.brian@gmail.com.

We could customize the advertisement according to your special needs.

Thank you.

This document prepared by Mr. Brian MA (16 Nov 2017)