



# 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 九龍佐敦德興街 12 號興富中心 9 樓 901 室  
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## 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](mailto:alexander.woo@polyu.edu.hk) or Tel: (852)2766-5386