



# 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 - \$8,470 Colored Inside Front - \$7,260 Colored Inside Back - \$6,660 B/W Inside - \$5,080	Full page (A4), Dark blue/orange Inside Back - \$7,260 Inside - \$6,660 Half page - \$5,450 Quarter page - \$4,840 Insert pamphlet (one A4 size paper) - \$10,890
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. 22, no. 1	End of Feb, 2018	Jan 15, 2018
Vol. 22, no. 2	End of April, 2018	March 19, 2018
Vol. 22, no. 3	End of June, 2018	May 21, 2018
Vol. 22, no. 4	End of August, 2018	July 16, 2018
Vol. 22, no. 5	End of October, 2018	Sept 17, 2018
Vol. 22, no. 6	End of December, 2018	Nov 19, 2018

**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. 22, no. 1	End of Feb, 2018	Jan 31, 2018
Vol. 22, no. 2	End of April, 2018	March 31, 2018
Vol. 22, no. 3	End of June, 2018	May 31, 2018
Vol. 22, no. 4	End of August, 2018	July 31, 2018
Vol. 22, no. 5	End of October, 2018	Sept 30, 2018
Vol. 22, no. 6	End of December, 2018	Nov 30, 2018

**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