

The official journal of the Hong Kong Institute of Bankers



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Distribution: 5,000

BANKING TODAY

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BANKING TODAY

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Print Specifications

Special Positions	HK\$	US\$
Double Page Spread (DPS)	36,500	4,850
Outside Back Cover (OBC)	36,500	4,850
Inside Front Cover (IFC)	32,000	4,250
Inside Back Cover (IBC)	26,500	3,550

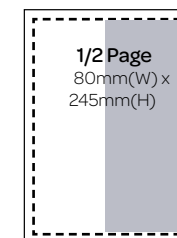
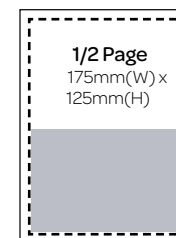
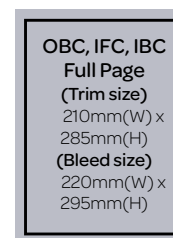
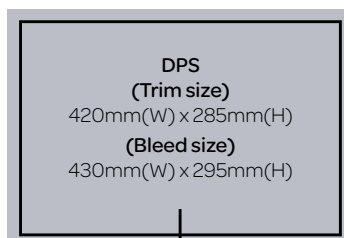
Standard Pages

Full Page	22,000	2,950
Half Page	12,400	1,650

Special Advertising

Loose Insert (up to 10g)	34,500	4,600
Specified Position	10% loading	

Display



Publishing Schedule

Bi-monthly: First week of January, March, May, July, September & November.

Specifications

Cover paper: 210gsm Art Card

ROP pages: 105gsm Matt Art Paper

Orientation: Portrait

Trim Size: 210mm (W) x 285mm (H)

Binding: Perfect Binding

Cover: Gloss Lamination

Printing: Web Offset

Guidelines for artwork

Format: PDF/ JPG file with all fonts outlined & images embedded

Color Mode: CMYK

Resolution: at least 300 dpi or higher

Remarks: Artwork for advertisements should be submitted with 5mm bleed and crop marks shown. All files should be created using Illustrator, InDesign or Photoshop software.

Please note that up to 7-10mm of artwork may be lost within the spine due to binding.