

搵工最強！廣告最多！No.1 招聘雜誌*

結合星島報業領導地位，為僱主提供強勢招聘及進修廣告組合

* 根據admanGo調查結果計算，JobMarket為2014年全港最多廣告之招聘雜誌

(Effective from 1st February, 2015)

JobMarket Recruitment Advertising Rate 求職廣場招聘廣告價目

Publishing Date 出版日	:	Every Tuesday & Friday 逢星期二及五
Distribution Date 免費派發日期	:	Every Monday, Tuesday, Wednesday & Friday 逢星期一、二、三及五
Standard Rate 標準價格及套餐	:	HK\$200 per col cm (標準價格) HK\$148 per col cm (企業價格) Buy 1 get 1 free 買1送1 Tuesday & Friday within 7 days 週二及五7日內有效 PLUS 4 weeks FREE job posting 加送4星期免費網上招聘廣告
Full Color 彩色	:	+20% Min size 最少20col cm
Plus Red / Blue 套紅/藍	:	+10% Min size 最少20col cm

JobMarket Categories 行業分類

Corporate	企業招聘	Trading, Logistics & Manufacturing	貿易、物流及製造
Sales & Marketing	銷售及市場推廣	Design, IT & Engineering	設計、資訊科技及工程
Catering, Hotel & Tourism	飲食、酒店及旅遊	Property & Construction	地產及建築
Retail & Beauty	零售及美容	Education	教育
Accounting & Finance	會計及金融財務	General	其他
Health Care & Social Services	健康護理及社會服務		

Mechanical Details 廣告來件資料

Full page 全版：31 cm (H/高) x 26 cm (W/闊)
Columns to a Page 每版總欄數：8 col (闊)

Column Widths 欄寬

1 col - 3.1 cm	5 col - 16.1 cm
2 col - 6.3 cm	6 col - 19.4 cm
3 col - 9.6 cm	7 col - 22.7 cm
4 col - 12.9 cm	8 col - 26 cm

Deadline 截稿日期

Booking : 2 working days prior to publication date
Material : 1 working day prior to publication date

訂位 : 刊前兩個工作天
交付菲林片 : 刊前一個工作天

* col cm = 厘米欄
col = 欄
cm = 厘米

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JobMarket Display Advertising Rate 商業及教育廣告價目

Standard Package: Buy 1 Get 1 Free (Tuesday & Friday within 7 days)

標準廣告優惠：買1送1 (週二及五7日內有效)

Specified Full Page Position 指定全版位置	黑白 (HK\$)	彩色 (HK\$)
Back Cover 封底	N/A	46,000
Inside Front Cover 封面內頁	N/A	39,000
Inside Back Cover 封底內頁	N/A	36,000
Centre Spread 中央雙全版	N/A	72,000

ROP 內頁	黑白 (HK\$)	彩色 (HK\$)
Full Page 全版	27,000	33,000
Half Page Vertical 直半版	16,000	19,000
Half Page Horizontal 橫半版	16,000	19,000
Junior Page 小全版	19,200	22,800
Quarter Page 四分一版	9,000	11,000

Deadlines 截稿時間

Booking Deadline	5 working days prior to publication date
截稿日期	出版日前五個工作天
Cancellation Date	3 working days prior to publication date
取消日期	出版日前三個工作天
Material Deadline	2 working days prior to publication date
來稿日期	出版日前二個工作天

Advertising Materials 來件資料

Black and White (黑白):

- Positive film is required for black and white advertisements (Line Screen 100)
- (陽片菲林100網)

Full Colour (全彩色):

- Colour-separated positive film with progressive proofs (Line Screen 100)
- (陽片菲林附打稿圖樣100網)

Size Specifications 來稿呎吋

Cover Page on Tue (星期二封面)	230mm (H) x 194mm (W)
Full Page (全版)	310mm (H) x 260mm (W)
Half Page Horizontal (橫半版)	150mm (H) x 260mm (W)
Half Page Vertical (直半版)	310mm (H) x 129mm (W)
Junior Page (小全版)	205mm (H) x 161mm (W)
Quarter Page (四分一版)	150mm (H) x 129mm (W)

Loading 附加費用

Standard 2-colour Surcharge (雙色)	+25%
Specific Position Loading (特別位置)	+20%
Advertorial Loading (廣告特刊)	+20%

Standard Second Colours

The standard second colours available are magenta and cyan (雙色廣告必須為套紅或套藍)

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JobMarket Advertising (Corporate) Rate 求職廣場招聘廣告(企業價格)價目

Buy 1 get 4 free (2 publishing dates, 4 distribution dates: Mon, Tue, Wed and Fri)
買1送4 (2天出版, 4天派發: 星期一、二、三及五)

Corporate Rate 企業價格 \$148 per column cm Standard Rate 標準價格 \$200 per column cm
Black and White 黑白

Height 高 (cm)	Column (Col) Widths 欄寬						
	2 Col (6.3cm) (HK\$)	3 Col (9.6cm) (HK\$)	4 Col (12.9cm) (HK\$)	5 Col (16.1cm) (HK\$)	6 Col (19.4cm) (HK\$)	7 Col (22.7cm) (HK\$)	8 Col (26cm) (HK\$)
5	1,480	2,220	2,960	3,700	4,440	5,180	5,920
6	1,776	2,664	3,552	4,440	5,328	6,216	7,104
7	2,072	3,108	4,144	5,180	6,216	7,252	8,288
8	2,368	3,552	4,736	5,920	7,104	8,288	9,472
9	2,664	3,996	5,328	6,660	7,992	9,324	10,656
10	2,960	4,440	5,920	7,400	8,880	10,360	11,840
11	3,256	4,884	6,512	8,140	9,768	11,396	13,024
12	3,552	5,328	7,104	8,880	10,656	12,432	14,208
13	3,848	5,772	7,696	9,620	11,544	13,468	15,392
14	4,144	6,216	8,288	10,360	12,432	14,504	16,576
15	4,440	6,660	8,880	11,100	13,320	15,540	17,760
16	4,736	7,104	9,472	11,840	14,208	16,576	18,944
17	5,032	7,548	10,064	12,580	15,096	17,612	20,128
18	5,328	7,992	10,656	13,320	15,984	18,648	21,312
19	5,624	8,436	11,248	14,060	16,872	19,684	22,496
20	5,920	8,880	11,840	14,800	17,760	20,720	23,680
21	6,216	9,324	12,432	15,540	18,648	21,756	24,864
22	6,512	9,768	13,024	16,280	19,536	22,792	26,048
23	6,808	10,212	13,616	17,020	20,424	23,828	27,232
24	7,104	10,656	14,208	17,760	21,312	24,864	28,416
25	7,400	11,100	14,800	18,500	22,200	26,936	29,600
26	7,696	11,544	15,392	19,240	23,088	26,936	30,784
27	7,992	11,988	15,984	19,980	23,976	27,972	31,968
28	8,288	12,432	16,576	20,720	24,864	29,008	33,152
29	8,584	12,876	17,168	21,460	25,752	30,044	34,336
30	8,880	13,320	17,760	22,200	26,640	31,080	35,520
31	9,176	13,764	18,352	22,940	27,528	32,116	36,704

Full Page Size (全版)

Half Page Horizontal (橫半版)

Half Page Vertical (直半版)

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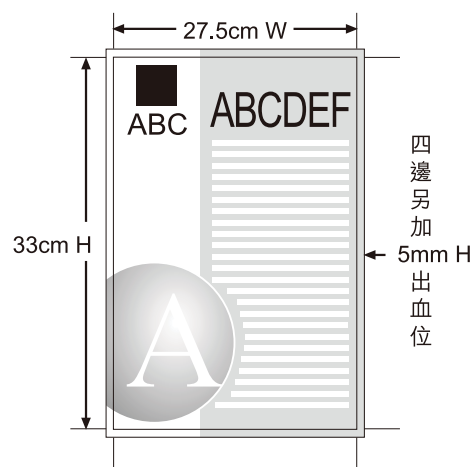
JobMarket Full Page Size 求職廣場全版廣告尺寸

全頁廣告制作須知 (出血稿)

逢星期二、五出版之JobMarket

完成面積：單頁全版 27.5cm W x 33cm H 四邊另加 5mm 出血位

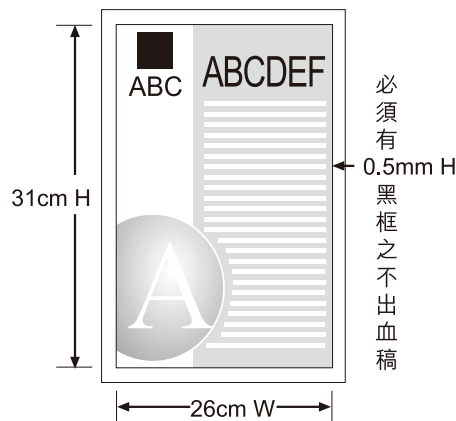
- 廣告內字稿及商標應距離切線不少於6mm為佳，避免訂裝時被切去或太貼近書脊而難以閱讀。
- 淺色位置應最少有10%網點。
- 所有黑色文字，請勿使用四色黑，必須設定為100%黑。
- 退除所有黑線外框。
- 雙頁如非完整一套須註明左頁或右頁的位置，而主要圖片、商標及字稿應距離書脊(中線)位每邊各6mm，以避免訂裝後而難以閱讀。



全頁廣告制作須知 (不出血稿)

完成面積：單頁全版 26cm W x 31cm H

- 淺色位置應最少有10%網點
- 所有黑色文字，請勿使用四色黑，必須設定為100%黑。
- 雙頁如非完整一套須註明左頁或右頁的位置，而主要圖片、商標及字稿應距離書脊(中線)位每邊各6mm，以避免訂裝後而難以閱讀。



報紙來件資料

- 所有相版檔案不少於300像數/CMYK格式在原本尺寸。
- 支援軟件: Illustrator Version CS5 版本, Photoshop CS5 版本。
- 文字在 Illustrator 軟件內必須將字轉成圖像。
- 建議字體大小為size 8或以上。
- 如採用FTP伺服器，請用電郵傳輸伺服器網域地址，登入戶口密碼，輸出資料夾或輸出檔案名稱及預覽jpg。

檔案傳送

傳送方式: ftp://intra\pubjobmarket:pubjobmarket@share.extranet.singtao.com

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General Terms & Conditions

1. All advertisements and all orders placed are subject to the terms and conditions ("T&C") as hereinafter set out provided that Job Market Publishing Limited ("JobMarket") expressly reserves its right to amend, vary, replace or cancel any of these T&C without prior notice to the advertiser or advertising agency (hereinafter collectively referred as "Advertiser") and the Advertiser is deemed to have express knowledge of and be bound by these T&C. The submission of an advertising booking shall amount to an acceptance of the T&C.
2. All advertising bookings must be accompanied by our advertising service contract ("Contract"), which must be signed by the Advertiser and affixed with the company's stamp in the event of corporate Advertiser. JobMarket will not be bound by any terms, conditions or instructions unilaterally imposed on Contract submitted by or on behalf of the Advertiser.
3. All payment should be made payable to "Job Market Publishing Limited" without any deduction or set-off. No receipt will be issued unless a request is made. Rates are expressed in Hong Kong dollars but JobMarket shall have absolute discretion to accept payment in other currencies and determine the rate of conversion from foreign currencies to Hong Kong dollars.
4. All fees paid hereunder are non-refundable. Payment of account for the new Advertiser shall be fully made on the date of submitting the Contract, failing which the Contract is void. Payment of account for the credit approved Advertiser shall be made not later than the fourteenth (14th) day from the date of invoice. Late payment will be subject to an overdue interest at the rate of 2% per month. JobMarket shall also be entitled to recover from the Advertiser any costs and expenses (including all legal fees) incurred by JobMarket in recovering any outstanding payment and interest thereon.
5. In the event of the Advertiser in breach of any conditions stipulated herein or in the Contract, the net total amount or any part thereof which remains outstanding shall become due and payable forthwith. JobMarket shall have the right to claim for the immediate payment of the same, notwithstanding any provision contained herein or in the Contract to the contrary.
6. JobMarket reserves the right to: (i) decline or suspend to publish / insert / distribute any advertisement; (ii) add, omit or amend the contents of any advertisement; or (iii) change the position of any advertisement otherwise accepted for publication / insertion / distribution if it considers necessary and desirable without giving any reason. JobMarket shall not be liable for any loss or damage arising and make any kind of compensation to the Advertiser as a result of such non-publication, non-distribution, amendment or change of position as foresaid.
7. Advertiser shall prepare and deliver the ready-to-publish digital file(s) of the advertisement to JobMarket before the deadline set by JobMarket. Advertisement materials must conform to the production and quality specifications and any other requirements specified by JobMarket, or stipulated in or referred to JobMarket's Rate Card. Advertiser agrees to pay forthwith all costs and charges incurred by JobMarket in processing the advertisement materials which does not meet the above specification, or requires specific placement or extra processing to be determined by JobMarket at its absolute discretion.
8. If JobMarket does not receive amendment of copy instructions before the material deadline, it reserves the right to repeat the copy last used and the Advertiser shall in any event be liable to pay the full cost of such advertisement published. Late or incomplete delivery of advertising material or cancellation of booking after the deadline will result in forfeiture of the space reserved and the Advertiser shall be liable to pay the full cost in any event.
9. JobMarket shall not be responsible for any loss or damage of the supplied advertising materials and the Advertiser shall at its own expenses collect them at the office of JobMarket within thirty (30th) days after publication of the advertisement, failing which JobMarket shall be entitled to destroy them as it deems fit without notice and liability whatsoever to the Advertiser.
10. All rates and charges set out on JobMarket's Rate Card or any order form or quotation maybe varied by JobMarket at any time without prior notice.
11. Whilst JobMarket shall make every reasonable effort to ensure accuracy and timely publication of the advertisement, Advertiser understands and agrees that JobMarket shall not be liable for any action taken or any failure, hindrance or delay in the performance of its obligations herein if such action, failure, hindrance or delay arises out of causes beyond the control of JobMarket. Such causes include, but not be limited to, acts of God, fires, floods, explosions, accidents, labour disputes, mechanical breakdowns, computer or system failures or other failures of equipment, failures of or defects in computer or system software, computer damage due to unauthorized programming routines, unavailability of or restrictions on any communication media for whatever reason, interruptions of power supplies, any law, decree, regulation or order of any government, competent authority, judicial bodies and any other causes beyond the control of JobMarket. In case of non-publication under this Clause, JobMarket shall at its sole and absolute discretion to: (1) refund of the relevant advertising fee of the advertisement already paid by the Advertiser without any interest; or (2) publish the advertisement as soon as reasonably practicable.
12. Any claims must be made by the Advertiser in writing within seven (7) days after publication to the Sales Manager of Job Market Publishing Limited at 17/F., Sing Tao News Corporation Building, 3 Tung Wong Road, Shau Kei Wan, Hong Kong. Otherwise, JobMarket will not entertain such claims, and all such claims shall be deemed to have been waived by the Advertiser. In any event, the liability of JobMarket shall be limited to at its sole option of repaying the relevant advertising fees paid by Advertiser without any interest or republishing the relevant advertisement free of charge for a second time. Such complaints or claims shall not affect the liability of Advertiser for payment by the due date for that and all other advertisements.
13. Advertiser shall not cancel orders for advertisement after the cancellation deadline stipulated in JobMarket's Rate Card. Cancellation notice must be in writing and shall be received and acknowledged by JobMarket before the cancellation deadline.
14. Advertiser shall indemnify JobMarket (on full indemnity basis) for any claims, actions or threatened actions or proceedings instituted against JobMarket and/or its directors, officers, employees and agents (hereinafter "Indemnified Parties") in respect of all or any liabilities, losses, damages, costs, charges or expenses which any of Indemnified Parties may suffer or incur (including without limitation all such costs, charges and expenses as Indemnified Parties or any of them may pay or incur in disputing any such claim or defending any action or threatened action or proceedings) which arise directly or indirectly in connection with or out of the publication/insertion/distribution of the advertisement published/inserted/distributed in accordance with the instruction or any material or information supplied to JobMarket by Advertiser.
15. Advertiser hereby warrants and represents that: (i) Advertiser contracts with JobMarket as principal (irrespective of whether it is an advertiser or an advertising agent or a media buyer. In case it is an agent, authorization to place the advertisement has been obtained from the advertiser) and shall be principally liable for all liabilities under the Contract; (ii) the publication/insertion/distribution of the advertisement by JobMarket will not be in breach of any contract or violate any third party's personal or proprietary rights, or intellectual property rights including but not limited to trademark, patent, copyright and trade secret; and (iii) the advertisement contains nothing that is defamatory, threatening, illegal, obscene, indecent, seditious, offensive, liable to incite racial hatred, discriminatory, menacing or in breach of any applicable laws or rules including but not limited to the Sex Discrimination Ordinance (Cap. 480), the Disability Discrimination Ordinance (Cap. 487), Family Status Discrimination Ordinance (Cap. 527), Race Discrimination Ordinance (Cap. 602), the Trade Descriptions Ordinance (Cap. 362) ("TDO"), the General Guidelines on the Fair Trading Sections of the TDO issued by the Commissioner of Customs and Excise and the Communications Authority, the Personal Data (Privacy) Ordinance (Cap. 486) and the relevant codes of practice and guidance notes which may be issued by the Privacy Commissioner for Personal Data from time to time.
16. JobMarket shall be entitled to insert the word "Advertisement", "廣告", "Information provided by client", "資料由客戶提供" or similar wording in such manner as it deems fit on the advertisement without prior notice to the Advertiser.
17. JobMarket shall not be liable (whether in contract, tort or under any statute or otherwise) to the Advertiser under any circumstances for any direct, indirect or consequential loss including without limitation any loss of revenue or profits, damage or liability incurred or sustained by the Advertiser in relation to or arising out of any acts and things as MTR Corporation Limited may in its absolute discretion consider necessary and expedient for the smooth operation of its railways, including but not limited to the suspension of its service and the closure of any stations or any part thereof.