

綠十字

GREEN CROSS



綠十字 助您宣傳更容易！

Green Cross puts your message across

如何能有效地宣傳閣下的職業安全健康服務或產品？電視廣告費用或許太昂貴，電台廣告又不能全面展示產品的特點，而在一些報章雜誌宣傳職業健康產品又未必能接觸到您的目標顧客，究竟怎樣可直接地宣傳您的優良產品呢？由職業安全健康局出版的雙月刊「綠十字」是您的最佳選擇。這本報道有關職業安全健康資訊的刊物，有助您開拓市場，讓您以合理的價錢，推廣貴公司之專業服務及產品。

這本主要介紹各種與職業健康有關資訊的免費雙月刊內容豐富，題材廣泛，包括職安健的各項研究調查、各行業所面對的安全健康危害及基本安全知識、化學品使用及處理須知、意外分析及個案研究、職安健管理、中外職安健最新資訊等，部份文章更備有雙語版本。

綠十字的最大優點為讀者群廣闊，深入各行各業前線及管理層。本刊網羅全港各行各業關注職業安全健康的讀者，並定期免費派發與本港以及海外人士，務使讀者能夠捉緊各類職安健的最新資訊。

欲以優惠價錢將貴公司優質的服務和產品推廣至顧客手上，請把握這個快捷有效的宣傳良機，致電 (852) 2850 7799、傳真 (852) 2826 1855或電郵 mktg@capitalfp.com，與本刊的廣告代理資本財經印刷有限公司方小姐聯絡。

Advertising your occupational safety and health products effectively is no easy task. Perhaps TV, radio, newsprint or magazine ads are either too expensive or unable to showcase your products' specialities properly. But, the bi-monthly journal 'Green Cross' published by the Occupational Safety and Health Council, is definitely your ideal choice. Green Cross is an information-oriented journal that particularly features the latest developments on occupational safety and health. Posting advertisements here will undoubtedly help to widen your market, and more importantly, will enable you to send your message to target groups at a reasonable price.

This free-distributed journal features OSH research, risk assessments and basic safety knowledge, general guidance on the use of chemicals, analysis of accidents, case studies, OSH management and the latest news on OSH, both local and overseas. Some of the special features are in bilingual.

Green Cross has a broad readership base, and its readers come from different sectors of the industries, ranging from frontline staff to the management. This journal is distributed freely to overseas and local readers, enabling them to get the latest information on OSH.

Now you have a chance to promote your products in this uniquely positioned journal. Please call Miss Idy Fong of our advertising agent Capital Financial Press Limited at (852) 2850 7799, Fax (852) 2826 1855 or E-mail mktg@capitalfp.com to place your advertisement in this highly effective and specifically targeted advertising tool for your OSH products and services.

廣告訂位表

Advertising Order Form



公司名稱 Company Name : _____

地址 Address : _____

聯絡人 Contact Person : _____

電話 Tel : _____

傳真 Fax : _____

電郵 E-mail : _____

請於適當位置加上「✓」號 Please put a "✓" in the appropriate box

全頁彩色 Full page full colour

全頁黑白 Full page black/white

半頁黑白 Half page black/white

刊登廣告總期數 Total no. of issues : _____ 刊登廣告月份 Advertising months : _____

授權人士簽名加蓋公司印鑑 Authorized signature with company chop _____

日期 Date _____

注意 Notes :

- (1) 若訂位時間緊逼，可先傳真表格。表格正本連同廣告費用必須在七天內郵寄本刊的廣告代理，方可作實。所有廣告無論作一次或連續刊登，皆須先繳清款項，方可刊出。支票抬頭請註明「資本財經印刷有限公司」。
In case of urgency, please fax the booking form for space reservation. An original booking form together with all advertising fees must be sent to our advertising agency subsequently within seven days for final confirmation. Cheques should be made payable to "Capital Financial Press Limited".
- (2) 訂位詳情如有更改，必須在出版前三星期以書面通知作實。
Changes to booking details should be made to the Council in writing at least 3 weeks prior to publication.

廣告代理 Advertising Agency :

資本財經印刷有限公司 Capital Financial Press Limited

香港中環干諾道中41號盈置大廈11樓1102室

Unit 1102, 11/F, Nexxus Building, 41 Connaught Road Central, Hong Kong

電話 Tel : (852) 2850 7799 傳真 Fax : (852) 2826 1855

刊登廣告之條款 Conditions of advertisement placements

1. 廣告之價目及條款只適用於刊登在2011年3/4月號至2012年1/2月號之「綠十字」雙月刊內的廣告。
2. 廣告客戶必須對廣告內容負上全部責任。出版人保留拒絕刊登或不予刊登任何廣告之權利。
3. 廣告客戶須向出版人提供證明文件以核實廣告內容並簽署承諾書，有需要時廣告客戶須按照要求修改廣告內容。若未能提供有關證明文件，出版人有權取消刊登廣告而不必作出任何賠償。
4. 廣告客戶須在價目表內標明的截稿日期或之前提交電子檔案。出版人將不會因廣告物料損毀或遺失而作出任何賠償。
5. 廣告客戶若未能如時提供廣告稿件予以刊登，出版人有權取消其訂位位置，而廣告客戶仍需支付該期廣告費用。
6. 凡廣告客戶在本刊物所登廣告涉及侵犯專利權證、註冊設計、註冊版權或註冊商標、毀謗、侵犯私隱權而導致出版人可能須承擔或須給付損害賠償、罰款、訴訟費及有關費用事宜，廣告客戶須全數賠償出版人，使之免受任何損失。
7. 凡因廣告客戶提供未經許可使用之任何資料在本刊刊登廣告而導致索償或費用支出，廣告客戶須保障及賠償出版人利益之責。
8. 凡廣告合約，一經確認，即作實論，不得取消。否則，廣告客戶須補償出版人因取消刊登廣告而蒙受之全部金錢損失。
9. 廣告客戶須遵從有關廣告來稿標準及其他一切刊登在廣告價目表內的要求。
1. The Rate Card and the terms and conditions are valid from issuing the advertisement in Green Cross March/April 2011 issue to January/February 2012 issue.
2. The Advertisers shall be solely responsible for the contents of the advertisement. The Publisher reserves the right to decline or withhold publication of any advertisement.
3. The Advertiser should provide relevant document(s) for the verification upon request and sign the letter of undertaking. If the advertisers fail to provide the relevant document(s) for verification, the Publisher reserves the right to decline the advertisement and shall not be liable for any compensation.
4. The electronic files of advertising material shall be delivered to the Advertising Agency on or before the deadline as stipulated on the rate card. The Publisher shall be under no liability for any damage or loss of such material.
5. In the event of late delivery or non-delivery of advertising material, the Publisher shall have the right to fill in the space booked for by whatever means it deems fit and the Advertiser shall still be liable for full payment.
6. The Advertiser shall indemnify the Publisher against all damages, penalties, costs and expenses to which the Publisher may become liable or may reasonably pay as a result of insertion of any advertisement either by the Advertiser in the Publication which involves the infringement of any letters patent, registered design copyright or trademark, claims or suits for libel, violation of right of privacy.
7. The Advertiser is responsible for protecting and indemnifying the Publisher from any claims or expenses resulting from the unauthorised use of any material whatsoever supplied by the Advertiser in connection with advertising in the Publication.
8. Bookings for advertisements are non-cancellable. The Advertiser is liable for compensation of the Publisher for all financial losses arising from any cancellation.
9. Advertisement materials must conform to the production and quality specifications and any other requirements stipulated or referred to in the Rate Card.



綠十字廣告價目表

Green Cross Advertising Rates

	一期 1 Issue	連續三期 3 Consecutive Issues	連續六期 6 Consecutive Issues
彩色 Full Color			
全頁(不定頁位) Full Page (Rop)	HK\$5,250	HK\$5,050	HK\$4,600
黑白 B/W			
全頁(不定頁位) Full Page (Rop)	HK\$3,600	HK\$3,500	HK\$3,200
半頁(不定頁位) Half Page (Rop)	HK\$1,800	HK\$1,700	HK\$1,600

生效期數由2011年3/4月號至2012年1/2月號
Effective issue from March/April 2011 to January/February 2012

廣告規格

Advertising Details



出血全頁
Full Bleed Page
295高Height x 220闊Width
(毫米mm)



全頁
Full Page
285高Height x 210闊Width
(毫米mm)



出血半頁
Half Bleed Page
153高Height x 220闊Width
(毫米mm)



半頁
Half Page
143高Height x 210闊Width
(毫米mm)

• **廣告訂位截止日期 Booking Deadline**

每逢雙月份之第十日
The tenth day of every even month

• **截稿日期 Material Deadline**

每逢雙月份之第二十四日
The twenty fourth day of every even month

• **來稿規格 Material Specification**

只接收電子檔案
Electronic format only

• **檔案格式 File Format**

影像解像度 : 300dpi · 四色格式 · 文字轉為外框線
Image Resolution : 300dpi, CMYK format, text converted to outline

軟件 : PDF格式 (300dpi或以上)
Software : PDF Format (300dpi or above)
Photoshop CS3 (Mac)
Freehand 10CT (Mac)
Illustrator CS3 (Mac)
InDesign CS3 (Mac)

• **相片檔案 Photo File**

影像解像度 : 300dpi · 四色格式
Image Resolution : 300dpi, CMYK format