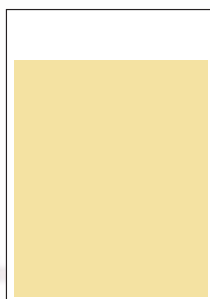
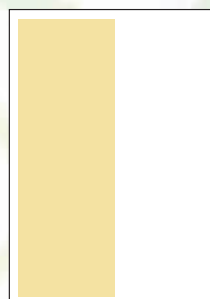


## Popular Size

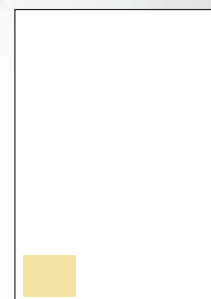
Column to a Page	10 column
Page Length	52cm
Page Width	33cm
<b>Column Width</b>	
2 column	6.5cm
3 column	9.8cm
4 column	13.1cm
5 column	16.4cm
6 column	19.7cm
7 column	23cm
8 column	26.3cm
9 column	29.7cm
10 column	33cm



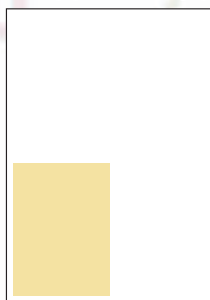
FRONT PAGE  
45cm(H)X10 column(W)



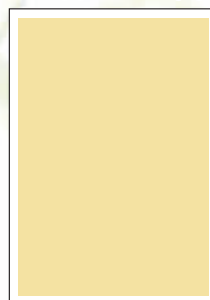
VERTICAL 1/2 PAGE  
52cm(H)X5 column(W)



1/8 PAGE  
17cm(H)X4 column(W)



QUARTER PAGE  
26cm(H)X5 column(W)



FULL PAGE  
52cm(H)X10 column(W)



HORIZONTAL 1/2 PAGE  
26cm(H)X10 column(W)

## Rate Structure

### COLOUR

Black & White
Black & White+Red
Full Colour

### ROP

\$160
\$180
\$290

### MINIMUM SIZE

5cm x 2 column
30 column cm
130 column cm

### PREMIUM POSITION (Subject to availability)

Front page	\$180	Minimum 130 column cm
------------	-------	-----------------------

### BOX NUMBER (Valid for 2 weeks, inclusive of mailing)

Local	\$230
Overseas	\$380

Advertisement copy, finished artwork or film supplied 2 working days prior to publication date.

## Booking Details

### MATERIAL DEADLINE

Copy for JUMP to typeset	1 working day prior to publication date
Colour transparency	2 working days prior to publication date

### CANCELLATION DEADLINE

Front page	No cancellation
Colour adv.	5 working days
Specific page or others	2 working days

### COPY ALTERATIONS

2 working days prior to publication date

### TERMS & CONDITIONS

1. The advertiser or advertising agency shall not cancel orders for advertisement after the booking deadline.
2. Full payment must be made upon subscription confirmation. No partial payment for unused service.
3. Employers will be solely liable to the contents & materials contained in their advertisement. JUMP reserves the right to edit and negate.
4. The publisher is not responsible for any damage or loss of the supplied materials.

All rates are expressed in Hong Kong dollars per single column centimetre unless stated otherwise