



The best way to *present your message*

If you've got a top-quality serviced apartment and want top-quality tenants to match, there's a great way to send your message straight to your customers, with this year's *At Your Service*, the most comprehensive guide to serviced apartments in Hong Kong.

Published on June 28, the directory is the "go to" resource for companies seeking to house their busy executives.

The directory is packed with all the information decision-makers need, including a complete listing of apartments by district and details of rates, facilities, room arrangements and value-added services.

You choose from ads, advertorials, logo placements and fact sheets. And we'll make sure your message gets out with 30,000 copies going to a targeted audience that includes:

- CEO / Top Management of Hong Kong & Singapore listed companies / Multi-national companies
- Top management and executives of China state-owned / Multi-national companies
 - Head of HR / Administration at sizeable companies throughout Hong Kong
 - All key Chambers of Commerce in Hong Kong
- SCMP direct subscribers

Plus additional exposure on the free-access pages of ays.scmp.com.

Booking deadline: May 18 (Fri) Materials deadline: May 24 (Thu) Publication date: Jun 28 (Thu)

Don't let your apartment stand empty when the best tenants can be at your service. Call **2565 8822** or e-mail ays@scmp.com to find out more.



Special Data Fact Sheet Package

	Full Page Package	Half Page Package	QTR Page Package
Data Fact Sheet	1 x Full Page	1 x Half Page	1 x QTR Page
Facilities Index	Free	Free	Free
Index Page with Logo	Free	Free	Free
Online Entitlement	*	*	*
Original Cost	HK\$42,900	HK\$22,900	HK\$12,900
Early Bird Discount	20%	20%	20%
Package Cost	HK\$34,320	HK\$18,320	HK\$10,320

Mechanical details:

Full Page	277mm(H) x 213mm (W) - Trimmed size	283mm(H) x 219mm(W) - Bleed size
Half Page	250mm(H) x 90mm (W) - Trimmed size	
QTR page	124mm(H) x 90mm (W) - Trimmed size	

Early Bird Discount 20% off before Apr 27, 2012

Online Entitlement

1) Serviced apartment profile page including:

- Logo
- Enquiry Web Form
- Services & Facilities
- Brochure
- Video
- Contact Information
- Overview with Map
- Rates
- Recent Articles
- Photo Gallery

2) Highlight on Serviced Apartment Listing

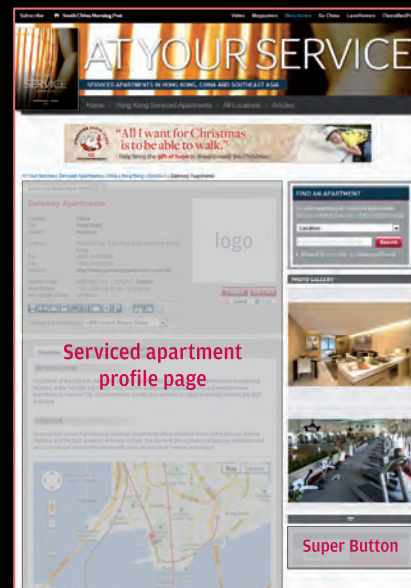
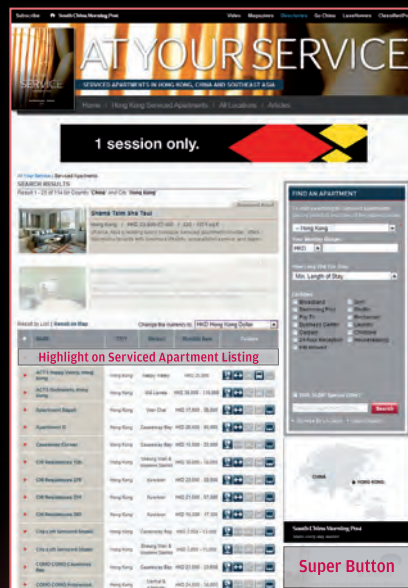




Image Ad / Advertorial*	HK\$	Image Ad / Advertorial*	HK\$
Full Page	58,000	Inside Back Cover	70,400
Inside Front Cover Spread	139,600	Facing Content Page	82,300

* above costs do not include write up fee for advertorial

	Presidential Package	Executive Package	Superior Package
Image Ad / Advertorial	2 x Full Page	1 x Full Page	1 x Full Page
Data Fact Sheet	1 x Full Page	1 x Full Page	1 x Half Page
Facilities Index	Free	Free	Free
Index Page with Logo	Free	Free	Free
Online Entitlement	T1	T1	T2
Original Cost	HK\$168,500	HK\$110,500	HK\$80,900
Early Bird Discount	20%	20%	20%
Package Cost	HK\$134,800	HK\$88,400	HK\$64,720

Mechanical details:

Full Page	277mm(H) x 213mm(W) - Trimmed size	283mm(H) x 219mm(W) - Bleed size
Half Page	250mm(H) x 90mm(W) - Trimmed size	

Early Bird Discount 20% off before Apr 27, 2012

Online Entitlement

T1 Package: HK\$12,500

- 1) Homepage featured serviced apartments by respective city (rotational)
- 2) Serviced apartment profile page including:
 - Logo
 - Enquiry Web Form
 - Services & Facilities
 - Brochure
 - Video
 - Contact Information
 - Overview with Map
 - Rates
 - Recent Articles
 - Photo Gallery
- 3) Highlight on Serviced Apartment Listing
- 4) Super Button on search result page by respective city (rotational)
- 5) Super Button on non-paid serviced apartment profile pages by respective city (rotational)

T2 Package: HK\$2,900

- 1) Serviced apartment profile page including:
 - Logo
 - Enquiry Web Form
 - Services & Facilities
 - Brochure
 - Video
 - Contact Information
 - Overview with Map
 - Rates
 - Recent Articles
 - Photo Gallery
- 2) Highlight on Serviced Apartment Listing

