

# Hong Kong's most Trustworthy newspaper

**Hong Kong's biggest circulation English daily**  
**The Standard** 英文虎報  
 Thursday, January 24, 2019 Volume 12, No 92 www.thestandard.com.hk

**XI PRAISES LAM FOR HER COURAGE**  
 PAGE 2

**SKY-HIGH PRICE FOR KAI TAK SITE**  
 SHKP unit lands scenic plot with \$11.2b bid

**Gary Poon**  
 A Sun Hung Kai Properties subsidiary won a Kai Tak site for almost HK\$11.2 billion or HK\$17,360 per square foot in terms of gross floor area, which is also the second highest plot in Kai Tak Area.

**Deputy managing director Victor Luing** said the group was very excited to have won this high-quality plot, saying home buyers will be able to take in unparalleled harbor and Lei Yue Mun views.

**Thomas Lam**, executive director and head of valuation and advisory at Knight Frank Hong Kong, said Well Capital's price was higher than expected and reflected its confidence in the future of the market and its desire for a carved for the plot with full harbor views.

**While he said its disadvantages were a lack of roads and supporting facilities.** Lam predicted its scale would be similar to Victoria Harbour. SHKP's project in North Point, and that the price would be at least HK\$30,000 per sq ft.

**The first batch of Victoria Harbour flats** went at an average price of HK\$37,257 per sq ft in July with 44 of 45 units sold in only four hours.

**Central's Surveyors director James Cheng King-ting** said a few more sites in the center of the runway is set to be launched for sale and that the price would be the indication for other developers.

**Midland Surveyors director Ahn Lam** Tze-pun said the plot's full harbor views and vicinity to the cruise terminal meant the developer will build mainly medium- and large-sized flats.

**He said the tender period for commercial or hotel plots in Kai Tak Area 4C site 5 will end on Friday.**

**The firm predicted that the plot will sell at HK\$9.19 billion or HK\$15,000 per sq ft.**

**The other bidders for Area 4C site 3** included Kingboard Investments, CK Asset, Kerry Properties, K Wah International, Sino Land, Wheelock Properties, New World Development, Henderson Land, Citimex Corporation, Empire Development and China Overseas Land and Investment.

**China Overseas Land and Investment** won the bidding for Area 4B site 2 for almost HK\$8.03 billion or HK\$13,523 psf on December 27 while Golden Properties won Kai Tak Area 4B site 4 for HK\$8.9 billion or HK\$15,500 psf on November 14.

**Wheelock Properties, New World Development, Henderson Land and Empire Development** won Kai Tak Area 4B site 3 for HK\$8.333 billion or HK\$14,502 psf on November 7.

Display Advertising Rate Card 2021

## The Standard is Hong Kong's most trustworthy newspaper\*

The Standard delivers a lively mix of local and international news, with special sections on business, technology, sports and entertainment. It takes an inside look of the market every Monday in *Money Glitz*, and rounds up the colorful social scene (including lifestyle, arts and culture) in *Weekend Glitz* on Friday, all presented in an easy-to-read and compelling format.

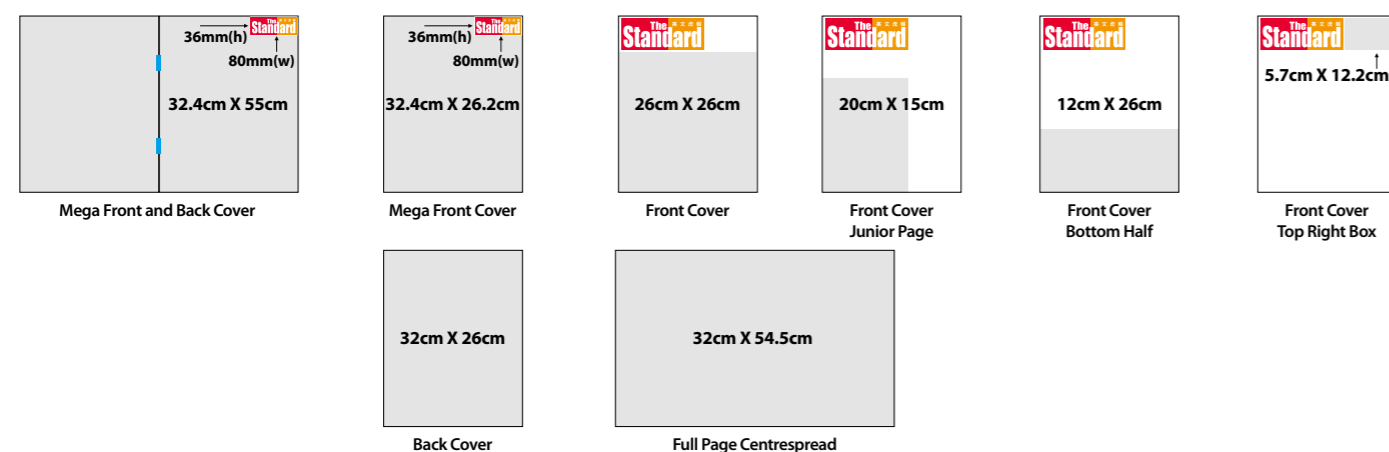
\*Based on a 2019 survey by the School of Journalism and Communication, The Chinese University of Hong Kong for free newspaper.

### DISPLAY ADVERTISING RATE (HK DOLLARS)

Effective January 2021

\*All charges and terms are subject to change by The Standard without prior notice to advertiser

Specified Position	Size (H X W)	Full Color/ Spot Color/ Black & White
Mega Front Cover	32.4 cm x 26.2 cm	\$400,000
Front Cover	26 cm x 26 cm	\$370,000
Front Cover Junior Page	20 cm x 15 cm	\$210,000
Front Cover Bottom Half	12 cm x 26 cm	\$210,000
Front Cover Bottom Banner	8 cm x 26 cm	\$152,000
Front Cover Top Right Box	5.7 cm x 12.2 cm	\$48,000
Back Cover	32 cm x 26 cm	\$200,000
Page 3 Full Page	32 cm x 26 cm	\$168,000
Page 5 Full Page	32 cm x 26 cm	\$142,000
Full Page Centrespread	32 cm x 54.5 cm	\$258,000
Half Page Centrespread	15.5 cm x 54.5 cm	\$142,000
Front Page - Per Col Cm		\$3,300



### Material Requirements

#### DIGITAL OUTPUT FILE

File format: pdf / tif / jpg format  
 Image format: Color image size: 300dpi (CMYK)  
 Gray scale image size: 300dpi (CMYK)  
 Other setting: Use "Crop image to fit frames"  
 Compression: JPEG High Quality or above

Color management setting: Do not change any setting

Page setup: Page size same as Document size

Bleeding and print mark: Not necessary

Fonts usage: Embedded all fonts or create outline

Font size: Point 6 or above is recommended

#### SOFTWARE

Available software: Adobe Illustrator, InDesign version **CS5 or below**

#### FILE TRANSMISSION

Protocol: FTP  
 Compression: Windows: ZIP or RAR

#### COLOR PROOFING

Paper type: News print paper  
 Process proof or Inkjet proof is acceptable. Inkjet proof is required to print on a color inkjet printer with color management system.

### REMARKS

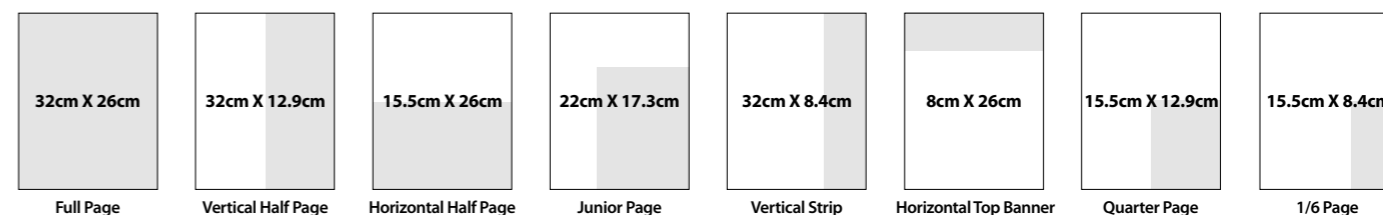
- Positions not listed will incur a 30% loading fee
- Special creative is welcome, creative fee is negotiable
- The Standard reserves the right to preempt the front page booking by news without prior notice and the right to make the final decision in the choice of front page advertisement

Run-of-paper (ROP)	Size (H X W)	Full Color	Spot Color	Black & White
Full Page	32 cm x 26 cm	\$120,000	\$79,000	\$69,500
Vertical Half Page	32 cm x 12.9 cm	\$64,000	\$41,500	\$37,000
Horizontal Half Page	15.5 cm x 26 cm	\$64,000	\$41,500	\$37,000
Junior Page	22 cm x 17.3 cm	\$64,000	\$41,500	\$37,000
Vertical Strip	32 cm x 8.4 cm	\$48,000	\$33,000	\$28,000
Horizontal Top Banner	8 cm x 26 cm	\$36,000	\$25,000	\$21,000
Quarter Page	15.5 cm x 12.9 cm	\$34,000	\$24,000	\$19,500
1/6 Page	15.5 cm x 8.4 cm	\$22,500	\$16,000	\$12,000
Per Col Cm		\$750	\$525	\$445

Supplement	Size (H X W)	Full Color	Spot Color	Black & White
Full Page	32 cm x 26 cm	\$130,000	\$89,000	\$74,000
Vertical Half Page	32 cm x 12.9 cm	\$68,000	\$45,500	\$40,000
Horizontal Half Page	15.5 cm x 26 cm	\$68,000	\$45,500	\$40,000
Junior Page	22 cm x 17.3 cm	\$68,000	\$45,500	\$40,000
Vertical Strip	32 cm x 8.4 cm	\$51,000	\$35,500	\$30,000
Horizontal Top Banner	8 cm x 26 cm	\$39,000	\$27,000	\$23,000
Quarter Page	15.5 cm x 12.9 cm	\$36,000	\$26,000	\$21,500
Per Col Cm		\$850	\$563	\$480

### Column Size

Column	1	2	3	4	5	6
Width (cm)	4.2	8.4	12.9	17.3	21.5	26



### Deadline

#### BOOKING

Written confirmation of orders must be received by the Display Advertising Department no later than 5:00 pm as follows:

**ROP** 2 working days prior to publication

**Specified position** One week prior to publication

**Supplement** Two weeks prior to publication

\*All bookings are accepted subject to availability

#### MATERIAL

Color proof

1. **To reach Sing Tao center** within open hours two working days prior to publication date.

**Open hours:** Monday to Saturday (10:00 am to 6:00 pm). Closed on Sundays and Public Holidays

2. **To reach The Standard - Display Advertising Department** 2 working days prior to publication.

**Address:** 3/F., Sing Tao News Corporation Building, 7 Chun Cheong Street, Tseung Kwan O Industrial Estate, Tseung Kwan O, New Territories, Hong Kong.

**Attn:** The Standard - Display Advertising Department

3. **Digital Files:** 5 pm one working day prior to publication

#### CANCELLATION

**ROP** 2 working days prior to publication

**Specified position** 3 working days prior to publication

**Supplement** one week prior to publication

**ADVERTISING HOTLINE: (852) 3181 3311 / (852) 2798 2866**

Fax: (852) 2758 3579 Email: [advertise@thestandard.com.hk](mailto:advertise@thestandard.com.hk) [www.thestandard.com.hk](http://www.thestandard.com.hk)



## Conditions of Acceptance

1. All advertising bookings must be accompanied by an advertisement insertion order ("Insertion Order"), which must be signed by the Advertiser or Advertising Agency or the authorised person thereof (the "Advertiser") and affixed with the company's stamp in the event of corporate Advertiser. Sing Tao Limited ("The Standard") reserves the right to refuse any advertisement submitted without accompanying with an Insertion Order. The submission of an advertisement or Insertion Order for insertion shall amount to an acceptance of these Conditions of Acceptance by the Advertiser. The Standard will not be bound by any terms, conditions or instructions unilaterally imposed by the Advertiser on the Insertion Order and any booking order submitted by or on behalf of the Advertiser.
2. The Standard reserves the right to reject, decline, or refuse to publish in whole or in part of any advertisement, or to amend or change the position of any advertisement with or without prior notice or explanation to the Advertiser, wherever it considers necessary or desirable and whether or not such advertisement was previously acknowledged, accepted or published. The Standard shall not be held liable for any loss or damage arising as a result of such non-publication or amendment as aforesaid and no compensation of any kind will be granted to the Advertiser in the event of non-publication or amendment of the same. Moreover, the Advertiser shall remain liable to pay The Standard the full charges of such altered advertisements.
3. The Standard shall not be responsible for any loss or damage of the advertising materials supplied by the Advertiser. All advertising materials delivered to The Standard will be destroyed by The Standard after publication of the advertisement. The Standard is not required to return any of those materials to the Advertiser.
4. The Standard shall endeavor to adhere to the insertion date(s) in the Insertion Order. Insertions missed inadvertently will be made good on date(s) agreed with the Advertiser.
5. At times of overload of advertisements or extension of news coverage, The Standard reserves the right to alter the date of insertions without previous notice. Insertion dates may only be varied if the Advertiser gives prior notice of not less than 48 hours. No cancellation of Insertion Orders will be accepted after deadline stated in the applicable rate card(s) of The Standard, namely "Display Advertising Rate Card" and/or "Online Advertising Rate Card" ("Rate Card").
6. The Advertiser shall absolutely indemnify The Standard (on fully indemnify basis) for any claims, actions and proceedings instituted against The Standard and/or its directors, officers, employees and agents ("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 of the advertisement published in accordance with the instruction or any material or information supplied to The Standard by the Advertiser.
7. The Advertiser shall pay the full amount of advertising fee upon submitting the Insertion Order, failing which the Insertion Order shall be void. Credit of 30 days is allowed only to recognized advertising agencies after which time all accounts become due. Casual advertising, which generally refers to new advertisers and individual advertisers, must be prepaid.
8. The Standard reserves the right to charge interest of 2% per month on any overdue amount.
9. Advertiser hereby warrants and represents that: (i) Advertiser contracts with The Standard as principal (irrespective of whether it is an advertiser or an advertising agency or a media buyer, and in case it is an advertising agency, authorization to place the advertisement has been obtained from the advertiser) and shall be principally liable for all liabilities under the Insertion Order; (ii) the publication of the advertisement by The Standard will not be in breach of any contract or violate any third party's intellectual property rights including trademark, patent, copyright and trade secret, or other personal or proprietary right; and (iii) the advertisement contains nothing that is defamatory, threatening, illegal, obscene, indecent, seditious, offensive, liable to incite racial hatred, discriminatory, menacing, or invade anyone's privacy or in breach of any applicable laws or rules including but not limited to the Trade Descriptions Ordinance (Cap. 362) ("TDO") and the General Guidelines on the Fair Trading Sections of the TDO issued by the Commissioner of Customs and Excise and the Communications Authority.
10. Any claims must be made in writing by the Advertiser within 48 hours after publication or date of agreed publication to the Business Director of The Standard at [advertise@thestandard.com.hk](mailto:advertise@thestandard.com.hk). Late submission of claims will not be entertained by The Standard. The maximum liability of The Standard shall be limited to, at its sole and absolute discretion, republishing the relevant advertisement free of charge for a second time. Such claims shall not affect the liabilities of the Advertiser for payment by the due date for that and all other advertisements on The Standard.
11. The position of ROP (Run of Paper) insertions shall be determined by The Standard at its sole and absolute discretion. Specified Positions (as defined in the Rate Card) are on a first come first served basis and subject to pre-emption and space availability. The Standard will try to comply with position requests, but cannot guarantee that such requests will be honoured. Whereas every effort is made to ensure that competitive advertising does not appear on the same page, there is no guarantee that this will not occur. The Standard shall not be held liable for any direct, indirect or consequential loss relating to the position and/or section in which an advertisement has been published.
12. Advertisement materials must conform to the production and quality specifications and any other requirements stipulated or referred to Rate Card.
13. Materials submitted by the Advertiser which require extra processing will be subject to extra charge. Colour separation costs should be borne by the Advertisers.
14. Advertisement will be published according to the materials submitted by the Advertiser. Advertiser is responsible for ensuring the accuracy of all proofs and corrections to proofs. The Standard will not be responsible for any error because of or contained in such materials and no reduction in rate shall be claimed against The Standard in such event. The colour of the published advertisements may be deviated from the colour samples / proofs supplied by the Advertiser due to technical limitations of the processing equipment. In any event, The Standard accepts no liability for any deviations in colour when published.
15. Advertising material for insertion must reach the Advertising Department of The Standard on or before the deadline as stipulated in the Rate Card. Late delivery of advertising material or cancellation of booking after the deadline will result in, at The Standard's sole and absolute discretion, forfeiture of the space reserved or publication of any on-hand artwork/advertisement of the same Advertiser. Advertiser shall be liable to pay the full cost in any event.
16. In the event of Advertiser is in breach of any terms stipulated herein, the net total amount or any part thereof which remains outstanding shall become due and payable. The Standard shall have the right to claim for the immediate payment of the same, notwithstanding any provision contained herein to the contrary.
17. Whilst The Standard shall make every effort to ensure accuracy and timely publication of the advertisement, Advertiser understands and agrees that The Standard 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 The Standard. 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 unauthorised 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 The Standard.
18. The Standard shall be entitled to insert the word "Advertisement" or "廣告" in such manner as it deems fit on the advertisement without prior notice to the Advertiser if The Standard is of the opinion that the advertisement warrants such description.
19. Any person or entity who is not a party to these Conditions of Acceptance and Rate Card shall have no rights under the Contracts (Rights of Third Parties) Ordinance (Cap. 623 of the Laws of Hong Kong) to enforce any terms of these Conditions of Acceptance and Rate Card.
20. These Conditions of Acceptance shall be construed in accordance with and governed by the laws of the Hong Kong Special Administrative Region of the People's Republic of China.

## Print and Digital *Your one-stop solution*



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For details please go to: [www.thestandard.com.hk](http://www.thestandard.com.hk)



**Advertising Hotlines:** (852) 3181 3311 / (852) 2798 2866 **Fax:** (852) 2758 3579  
**Email:** [advertise@thestandard.com.hk](mailto:advertise@thestandard.com.hk) **Website:** [www.thestandard.com.hk](http://www.thestandard.com.hk)  
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