



香港董事學會
The Hong Kong Institute of Directors
FOUNDED 1997

“The 21st Century Director” Annual Album 2020 The Magazine for Business Leaders

To reach a great number of high-caliber readers through this publication

企業領袖必讀刊物 【廿一世紀董事】

2020 全年紀念冊

透過此刊物直達到高端消費讀者群

Dedicated to the reading interests of company directors and senior management, the magazine features:-

- Articles on business related topics, addressing issues that are of impact on company direction, such as updates on director practices; and
- Insights from directors on leading their companies to success.

本雜誌的主要讀者為公司董事及高層管理人員，內容涵蓋：-

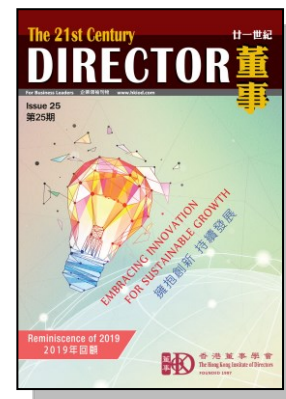
- 商業論題，闡釋影響董事帶領公司的事宜，如有關董事常規的最新資訊；以及
- 董事引領公司邁向成功過程的經驗分享等。

Circulation of your message to over 13,000

訊息傳閱發行量可達 13,000

The magazine is circulated among 【廿一世紀董事】發行到:-

- The entire membership of HKIoD 本會會員
- Listed companies on the Main Board and GEM Board
主板及創業板的上市公司
- Selected private companies 部分私人公司
- Business associations and professional bodies
各大商會及專業團體
- Government officials 政府官員
- Regulators 規管機構
- Kindred organisations 友好組織
- Business centres 商務中心
- Libraries 圖書館



Annual Album 2019

Estimated to be published in Feb 2021

預計 2021 年 2 月出版



HKIoD Magazine Annual Album 2020

Advertising Rate Card & Order Form

香港董事學會雜誌 2020 全年紀念冊 廣告價目及訂購表格

AD Type 廣告類型				
	Display AD of ROP Full-page 內頁全版廣告	Display AD of ROP Half-page 內頁半版廣告	*Compliments AD (ROP Full-page) 內頁全版致意廣告	Compliments AD (ROP Half-page) 內頁半版致意廣告
AD Size 廣告尺寸	<u>Trim</u> 210 (w) x 285 mm (h). <u>Bleed</u> 220 (w) x 295 mm (h).	<u>Trim</u> 210(w)x142.5mm (h). <u>Bleed</u> 220(w)x152.5mm(h)	<u>Type Area</u> 173 (w) x 216 mm (h)	<u>Type Area</u> 173 (w) x 100 mm (h)
Price 價格	HK\$9,000	HK\$6,000	HK\$4,000	HK\$2,000
Number of order (Please indicate) 訂購數量 (請註明)				

* ROP Full-page Compliments AD entitles the advertiser to a customised message of encouragement with no more than 50 English or Chinese words.

* 內頁全版致意廣告之訂購者可自行編撰祝賀感言，以不多於 50 英文或中文字為限。

<p>Please return by 30 Nov 2020: -</p> <ul style="list-style-type: none"> This completed form Your name / company name Compliments AD: <ul style="list-style-type: none"> ✓ Your company logo (optional), in the format of PDF, or JPG in high resolution ✓ Scanned image of your business card (optional), in the format of PDF or JPG in high resolution ✓ Customised message of encouragement for HKIoD (max 50 Eng or Chi words) (ONLY for Full-page Compliments AD) Full-page / Half-page Display Ad: Advertisement file, in the PDF or JPG in high resolution 	<p>請於 2020 年 11 月 30 日前交回: -</p> <ul style="list-style-type: none"> 已填妥之表格 閣下 / 貴公司名稱 致意廣告: <ul style="list-style-type: none"> ✓ 閣下 / 貴公司標誌 (可選) · 檔案格式須為 PDF 或高解像度 JPG 檔 ✓ 閣下名片之掃描圖像檔(可選) · 檔案格式須為高解像度 PDF 或 JPG 檔 ✓ 對學會之鼓勵信息 (內容不多於 50 英文或中文字) (只適用於全版致意廣告) 內頁全版 / 半版廣告: 廣告電子檔案 · 格式須為高解像度 PDF 或 JPG 檔
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PAYMENT & DELIVERY · 付款及寄遞

Please deliver the completed order form along with a cheque to **HKIoD, 2104 Shanghai Industrial Investment Building, 48 Hennessy Road, Wan Chai, Hong Kong** 請把填妥的訂購表格及支票送到：**香港灣仔軒尼詩道 48 號 上海實業大廈 21 樓 2104 香港董事學會**
Cheque payable to 支票抬頭: "The Hong Kong Institute of Directors Limited"

CONTACT INFORMATION OF ADVERTISER 訂購者 / 公司資料

Company 公司: _____

Contact Person 聯絡人: _____ Tel 電話: _____ Email 電郵: _____

Cheque No. 支票號碼: _____ Amount 面額: HK\$ _____ Bank 銀行: _____

Date 日期: _____ Signature & Company Chop 簽署及公司蓋章: _____

All orders and submitted advertisements are subject to our Publishing Board's acceptance. 所有訂單及提交廣告需經過學會出版委員會的批核認可。
 Check here if you do not wish to receive information from HKIoD / 如不欲接受學會資訊請加剔號。

Sample of advertisements in HKIoD Magazine Annual Album 2020
香港董事學會雜誌 2020 全年紀念冊 廣告樣板

Display AD of ROP Full-page 內頁全版廣告

Display AD of ROP Half-page 內頁半版廣告

Compliments AD (ROP Full-page)
致意廣告 (內頁全版)

Compliments AD (ROP Half-page)
致意廣告 (內頁半版)