

General Terms and Conditions

- All advertising bookings for insertions in Sunny Campus / S-File must be accompanied by a space order, which must be signed by the Advertiser or Advertising Agency or the authorized person thereof ("the Advertiser") and affixed with the company's stamp in the event of corporate Advertiser. Sing Tao Limited ("Sing Tao Daily") will not be bound by any terms, conditions or instructions imposed on space order submitted by or on behalf of the Advertiser.
- Sing Tao Daily reserves the right to reject, decline, or refuse to publish in whole or in part or to amend any material 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. Sing Tao Daily 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 Sing Tao Daily the full charges of such altered advertisements.
- At times of overload of advertisements or extension of news coverage, Sing Tao Daily reserves the right to alter the date of insertions without previous notice.
- The Advertiser warrants that the advertisement submitted for publication does not contravene the laws of Hong Kong, does not infringe the copyright or other intellectual property right of any third person, business or corporation. The Advertiser further warrants that the advertisement does not contain any libelous or slanderous materials, does not invade anyone's privacy, nor contain any indecency or obscenity. The Advertiser warrants that it has the unrestricted right to use all trademarks, service marks, logos, graphics portraits, photographs, pictures, artwork or the like contained in the advertisements.
- The Advertiser shall absolutely indemnify Sing Tao Daily against all claims, actions and proceedings of whatsoever nature which may be brought, commenced or prosecuted against Sing Tao Daily by reason of or arising out of any of its advertisements, and also against all costs (including legal costs on full indemnity basis) and damage which Sing Tao Daily may incur arising out of any such claims, actions or proceedings.
- Advertisement materials must conform to the production and quality specifications and any other requirements stipulated or referred to in the rate card of Sunny Campus/S-File ("Rate Card"). Materials submitted by the Advertiser which require extra processing will be subject to extra charge. Sing Tao Daily will not be held liable for any typographical error and no reduction in rate shall be claimed against Sing Tao Daily in such event.
- Advertising material for insertion must reach the Advertising Department of Sing Tao Daily on or before the deadline as stipulated in this Rate Card. Late delivery of advertising material or cancellation of booking after the deadlines as set out in this Rate Card will result in forfeiture of the space reserved and the Advertiser shall be liable to pay the full cost in any event.
- Sing Tao Daily shall not be held responsible for any loss or damage of the supplied advertising materials and the Advertiser shall at its own expenses collect them at the office of the Advertising Department of Sing Tao Daily within one(1) month after the publication of the advertisement, failing which Sing Tao Daily shall be entitled to destroy or dispose of them as it deems fit without any liability to the Advertiser.
- The Advertiser shall pay the advertising fee upon placing of the relevant order to Sing Tao Daily. Payment of accounts for new Advertiser shall be fully made on the date of placing order, failing which the order will be void. Payment of accounts for the credit approved Advertiser shall be made not later than fourteen(14) days from the date of invoice. Payment should be made by crossed cheque drawn in favor of "Sing Tao Limited" in Hong Kong Dollars without any deduction or set-off. Late payment will be charged with overdue interest at prime rate plus 4% per annum.
- Sing Tao Daily 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 Sing Tao Daily is of the opinion that the advertisement warrants such description.
- All complaints or claims regarding any advertisements published must be made in writing within two(2) days from the date of publication of the advertisement with good causes stipulated therein and the time for making such complaints or claims shall be of the essence. Late submission of complaints or claims will absolutely not be entertained by Sing Tao Daily. The maximum liability of Sing Tao Daily shall be limited to the amount of charges of the relevant advertisement.
- In case the advertisement is an advertorial, the terms and conditions set out in the section headed "Advertorial Terms and Conditions" shall also apply. In the event of any inconsistency between the General Terms and Conditions of Sunny Campus/S-File and the Advertorial Terms and Conditions, the latter shall prevail.
- Any person or entity who is not a party to this 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 this General Terms & Conditions, Advertorial Terms and Conditions, and Rate Card.

Advertorial Terms & Conditions

- In addition to the terms hereunder, the General Terms and Conditions for Sunny Campus/S-File rate card ("Rate Card") shall apply to each order placed for the insertion of an advertorial. In the event of any inconsistency between the General Terms and Conditions for this Rate Card and the terms hereunder, the latter shall prevail.
 - The Advertiser undertakes to pay Sing Tao Daily in accordance with the advertorial rates, which include the expenses for editorial write-up, photographs, design, and colour separation. Any request for extra service or processing will be entertained subject to the discretion of Sing Tao Daily and at extra charges.
 - The Advertiser shall:
 - confirm the booking of the advertorial at the latest fourteen(14) working days before the intended date of appearance of the advertorial in Sunny Campus/S-File ("Publishing Date");
 - settle the full amount due in respect of the advertorial at least ten(10) working days before the Publishing Date (Late payment may render the space reserved for the Advertiser forfeited);
 - supply all the relevant information, theme, the main points or editorial write-up within the interviews session, which shall take place within fourteen(14) working days before the Publishing Date;
 - ensure that advertorial layout conforms with the standard format of Sunny Campus/S-File; and
 - pay a sur-charge equal to 20% of the relevant advertising fee if the order of advertorial is cancelled on the tenth(10th) working day before the Publishing Date and 50% of the relevant advertising fee if the order is cancelled between the seventh(7th) working day and the ninth(9th) working day (both days inclusive) before the Publishing Date. The relevant advertising fee shall be paid in full amount if the order of advertorial is cancelled on the Publishing Date or within six(6) working days before the Publishing Date.
- For the purpose of these terms, "working days" means Mondays to Fridays excluding public holidays.
- The first draft and layout of the advertorial, except the colour proofs, will be sent to the Advertiser for approval. Unless otherwise notified by the Advertiser within the next one(1) working day, Sing Tao Daily shall proceed with preparing the advertorial in accordance with the draft and layout accordingly.
 - Sing Tao Daily shall:
 - be entitled to refuse editing or altering any write-up and artwork relating to the advertorial if it deems fit without giving any reasons therefor;
 - have the right to decide on the final draft in relation to the editorial, photographs, and the layout of the advertorial; and
 - have the right to revise the above terms and conditions without prior notice to the Advertiser.
 - Sing Tao Daily shall have the copyrights and all other intellectual property rights of the advertorial.

《星島日報》校園版，提供趣味互動的學習內容，適合親子閱讀，故一直深受老師、家長和學生推崇，成為全港學界最受歡迎報章，更分別隨校園版附送適合小學生的《陽光校園+星島兒童報》以及中學版之《S-file》，以互動的語文、通識教材，讓學生從趣味中學習，豐富課堂內外的知識，培養良好的閱讀習慣。

小學校園刊物



中學校園刊物



小學生至愛智趣報刊

《陽光校園+星島兒童報》

- 常識科好幫手**
 - 每日一則重點新聞(本地或國際)，讓小朋友養成讀報習慣；同文配有常識增潤，每日知多一點點。
 - 〈讀報擂台〉，每周大事回顧，認識世界各地的要聞；設互動問答題，可作課堂小練習。
 - 〈趣趣生活通識〉，涵蓋常識科課程的各個議題，用有趣手法深入淺出講解生活話題，「思考ABC」培養學生批判思維。
 - 〈寰宇視野〉，放眼世界，認識各地風土人情、藝術文化。
- 學好語文 鞏固基礎**
 - 貼近TSA題型的閱讀理解、古文賞析、粵普對譯，潛移默化學中文。
 - 〈三文字學堂〉，學好中英詞彙及生字。
- 鼓勵閱讀及寫作 互動至FUN**
 - 介紹及送出好書。
 - 〈時事童話〉，著名兒童文學作家編撰故事，滲入德育道理。
 - 投稿園地，予以寫作獎勵。
 - 〈陽光信箱〉、〈街頭諸葛亮〉，與陽光校園人物一起互動，一起生活，一起成長。

優質中學生讀物

《S-file》

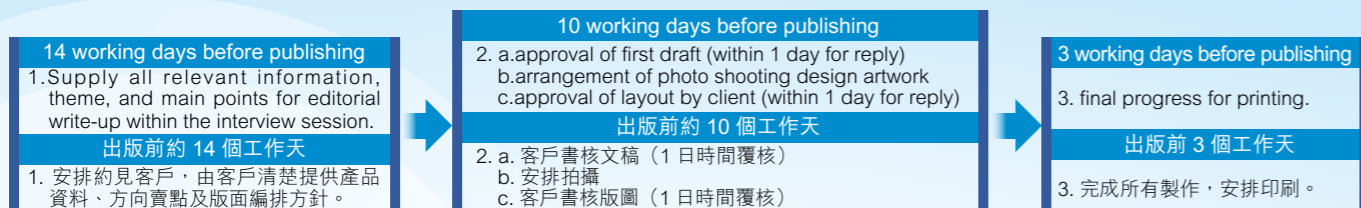
- 周一、周三：通識大全**
 - 齊備通識6大學習單元，教材切合課程需要。
 - 資深通識老師，全面解讀試題，分享教學經驗、課堂見聞，備戰文憑試。
 - 為老師提供時事題目選材，並為同學提供討論角度，上課可即時應用。
- 周四：通識·中文練習王**
 - 通識科、中文科名師親撰應試攻略。
 - 課堂即用時事教材，以考試模式練習，加強實戰操練。
 - 涵蓋初中高中程度，切合不同需要。
- 周二、周五：悅讀中文**
 - 文化/文學專題，配合時效及課程綱要。
 - 名師指引各類寫作技巧，更會點評學生投稿。
 - 連載四卷應試攻略，提升答題技巧。

《Sunny Campus》 / 《S-File》 Advertising Rate Card
《陽光校園》 / 《S-File》廣告價目表

(Effective: Jan 2016)
(生效日期: 2016年1月)

廣告版位	《陽光校園》		《S-File》	
	B/W 黑白 HK\$	4 Color 四色 HK\$	B/W 黑白 HK\$	4 Color 四色 HK\$
ROP 內頁				
Full Page 全版	12,000	25,000	6,000	12,500
Half Page 半版	7,500	16,000	--	--
Double Page Spread 雙全版	24,000	50,000	12,000	25,000
Special Position 特別位置				
Outside Back Cover 封底	--	40,000	--	20,000
Inside Front Cover 封面內頁	--	35,000	--	17,500
Inside Back Cover 封底內頁	--	35,000	--	17,500
Advertorial 廣告專輯 *1				
Full Page 全版	20,000	33,000	10,000	16,500
Double Page Spread 雙全版	40,000	66,000	20,000	33,000

Advertorial Working Schedule *1
廣告特輯製作流程



Remarks: All advertising materials must insert "advertisement"(廣告) on the upper right hand corner (12 point) if the layout of the advertisement is similar to the content of the 《Sunny Campus》 / 《S-File》. 《Sunny Campus》 / 《S-File》 reserves the right to insert the word without prior notice if the materials do not conform with our requirements.

注意: 若本公司認為廣告客戶來稿之廣告設計與《陽光校園》 / 《S-File》內容相近, 來稿須在右上角加上「廣告」二字 (字體大小為 12 point), 如有遺漏, 本公司有權自行替其補上, 毋須另行通知。

指定版位附加費用 Loading on fixed position +15%

Advertising Hotline 廣告熱線: 3181 3000
FAX 圖文傳真: 2795 3007
E-mail 電郵: adv@singtao.com

General Mechanical Data & Advertising Information
廣告製作規格及資料

Frequency: Monday to Friday
Format: As a free supplement in school section of Sing Tao Daily
Book Size: 《Sunny Campus》: 325mm(H) x 260mm(W)
《S-File》: 255mm(H) x 147mm(W)

出版日期: 逢星期一至星期五
形式: 隨《星島日報》校園版附送
尺寸: 《陽光校園》: 325mm(H) x 260mm(W)
《青春檔案》: 255mm(H) x 147mm(W)

Newspaper Mechanical Data 報紙來件資料

Guideline for output file / 輸出檔案指引

Singtao Daily can accept the following software's file for printing, also the file need to meet the requirements listed below:

File Format: PDF/x-1a:2003 (Acrobat PDF 1.3), no other format can be accepted

Image Format: Color Image Size: 200dpi 至 260dpi (Color Space: CMYK)
Gray Scale Image Size: 200dpi 至 260dpi (Color Space: Gray)
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 paths
Font size: Point 6 or above is recommended

星島日報接受以下軟件輸出菲林, 檔案請跟如下項目要求:
檔案格式: PDF/x-1a:2003 (Acrobat PDF 1.3), 不接受其他格式檔案
影像規格: 彩色影像大小: 200dpi 至 260dpi (色域: CMYK)
灰階影像大小: 200dpi 至 260dpi
其他設定: 使用「裁切影像資料以符合框架」
壓縮: JPEG 壓縮, 品質「高」或以上

色彩管理: 不需更改設定
頁面大小: 以廣告的大小設定為頁面大小
出血及印刷標記: 不需設定
字體使用: 內嵌所有字體, 或將字變成外框字
字體大小: 建議 size 6 或以上

Software / 軟件

Available Software: Illustrator Version CS5.1
Photoshop Version CS5.1

支援軟件: Illustrator CS5.1 版本
Photoshop CS5.1 版本

Requirements / 要求

* All photoshop files should be at least 300 DPI / Actual size in CMYK format.
* The text in Illustrator should be created in OUTLINE.
* Color proof is a must for file output.
* If the files are put on the FTP server, please email the server IP address, Log on account, Password together with the output file name or the folder name.

* 所有相片檔案不少於 300 像素 / CMYK 格式在 原大尺寸。
* 文字在 Illustrator 軟件內必須將字轉成圖像。
* 所有檔案必須跟彩色打稿。
* 如採用 FTP 伺服器, 請用電郵傳輸伺服器網域地址, 登入戶口密碼, 輸出資料夾或輸出檔案名稱。

Printing Details / 印刷細則

Method of Printing: Web Offset
Screen: 100 lines / inch for both black and white and four colour ads
Positive film, emulsion side down
• Surcharge applies for using film submission at HK\$500 each time

印刷方式: 捲筒式印刷
網線: 黑白與彩色廣告均為 100 網
陽片菲林跟打稿, 文字正面藥膜向下
• 以菲林來稿需繳附加費每次 HK\$500

Files Transmission / 檔案傳送

Protocol: FTP
Compression: Windows: ZIP, SIT or RAR / Mac: SIT

傳送方式: FTP
壓縮方式: Windows: ZIP, SIT or RAR / Mac: SIT

Color Proofing / 彩色稿

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.

用紙: 新聞紙
色稿方式: 四色油墨稿或噴墨稿均可, 噴墨稿必須具色彩管理功能的彩色噴墨打印機打印。

Mechanical Details 版面尺寸細則

Advertisement Size 廣告版位	Material Size 來件尺寸	
	《Sunny Campus》《陽光校園》	《S-File》《青春檔案》
Full Page 全版	325mm(H) x 260mm(W)	255mm(H) x 147mm(W)
Half Page Horizontal 橫條半版	162mm(H) x 260mm(W)	--
Half Page Vertical 直條半版	325mm(H) x 130mm(W)	--
Full Page Bleed size 全版出血稿	--	265mm(H) x 157mm(W) (每邊預留 5mm 出血位)

Booking Deadlines:

10 working days prior to publication date (ROP)
14 working days prior to publication date (advertorial)

截稿日期:

內頁 - 刊出前十個工作天
廣告專輯 - 刊出前十四個工作天

File Submission:

3 working days prior to publication date (ROP)

檔案提交:

內頁 - 刊出前三個工作天

Cancellation/Amendment:

7 working days prior to publication date (ROP)

取消 / 更改:

內頁 - 刊出前七個工作天