

Hong Kong's most Trustworthy newspaper

Hong Kong's biggest circulation English daily
The Standard 英文虎報
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THREE-YEAR WAIT ENDS AS BORDER REOPENS SUNDAY

Wallis Wang
 Sixty thousand Hongkongers will from Sunday be able to travel to the mainland each day on ferries, planes and via cross-border road points.
 The long-operational hours of quarantine-free travel between Hong Kong and the mainland end three years of pandemic restrictions were delivered by Chief Executive John Lee Ka-chiu yesterday. A daily quota of 50,000 is set for the three main modes of transport — 35,000 at Lok Ma Chau, 10,000 at Shekha Shek and 5,000 at Man Kam To.
 The number of mainlanders coming to Hong Kong via the three points will also be capped at 50,000 a day.
 Travellers on both sides have to apply to be in the quota. Enough mainlanders in Hong Kong and Hongkongers in the mainland do not need to do so. The Hong Kong-Macau Ferry Terminal and China Ferry Terminal will also reopen on Sunday.
 Although people crossing the border by ferries, flights and Hong Kong-Zhuhai-Macau Bridge shuttle buses do not have to secure a place in the quota they must buy tickets in advance, with Lee estimating these services can handle around 10,000 travellers from each side daily.
 "Some 1.8 million Hongkongers can enter the mainland in a month and 3.6 million in two months — amount of Hong Kong's population," Lee said.
 SAR and mainland authorities will monitor operations of border controls and further relax restrictions after eight weeks at the earliest. Chief Secretary for Administration Eric Chan Koon-ki said all travellers must present a negative PCR test result conducted within 48 hours to be allowed entry to the mainland and to Hong Kong.
 Students will also be allowed to come to the SAR to attend face-to-face classes after the Lunar New Year holiday.
 They will be exempted from applying for cross-border quota slots, with details still to be announced.
 Secretary for Security Chris Tang Ping-keung said the three land border control points will resume pre-pandemic opening hours — 6:30am to 11:30pm at Lok Ma Chau, 6:30am to midnight at Shekha Shek and 10pm to midnight at Man Kam To.
 China Ferry Terminal will operate from 6am to midnight, while the Hong Kong-Macau Ferry Terminal, Hong Kong International Airport and Hong Kong-Zhuhai-Macau Bridge will be open 24 hours a day.
 The high-speed rail service will resume no later than January 15. It has been suspended for three years and will take more time for a reopening. Secretary for Transport and Logistics Lam Siu-keung said it will connect to Guangzhou East after it reopens.
 The MTR Cross Island Line will resume service between Sheung Shui and Lok Ma Chau stations within an interval of around four to eight minutes for most of the day.
 Train frequency connecting the two stations on weekends will be reduced from one train to three per hour before the closure of the Lok Ma Chau station to a total of 1.5 per hour.
 Mainland authorities said travellers from the SAR will no longer need to undergo arrival PCR tests as long as they obtain a negative result within 48 hours before they left Hong Kong. Those who show symptoms such as fever will have to undergo antigen tests by mainland officials. Asymptomatic Covid patients and people with mild symptoms can undergo home quarantine.
 Authorities will resume issuing tour visas and business visas to mainlanders seeking to come to Hong Kong.
 As for Macau, travellers from Hong Kong, the mainland and Taiwan will from Sunday no longer need to present a negative PCR test result for entry. People were able to buy Hong Kong-Macau-Zhuhai double tickets yesterday.
 Ferry company TurboJET said it will have 16 vessels travelling between the two SARs each day.
 And Gianni Ho Wing-Ming, chairman of Hong Kong's Travel Industry Council, expects around 10 group tours from the mainland every day after the Lunar New Year holiday.

AP UP SLOTS

Standard had completed the reforms. The page design for news booking confirmation, issue shift and closing procedure were to be completed.

However, authorities have not set a quota for people returning to the SAR, so hundreds of thousands could flock to crossing points at the end of the Lunar New Year holiday.
 And among the four road crossings only the bridge operates around the clock.
 Of the 50,000 slots, 1,000 are reserved for buses and passengers crossing the bridge in private or hire cars, but people taking cross-border buses need not obtain a quota slot.
 Meanwhile, Cathay Pacific said it will at least double the number of mainland-bound flights, with 1 return flight per week between the SAR and 13 mainland cities from next Saturday.
 Currently, only 27 flights fly weekly from Hong Kong to the mainland while there are 50 flights from the mainland. But the airline is busy organizing flights to and from the mainland during the coming weeks, with the aim of operating around 100 return flights a week by March.
 www.cathay.com.hk or www.cathay.com

CEASEFIRE FIRES UP MARKETS

CEASEFIRE FIRES UP MARKETS PAGE 2

GOING GREEN WITH GOOD BUSINESS

WHERE SAFETY ALWAYS COMES FIRST

Display Advertising Rate Card 2023

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.

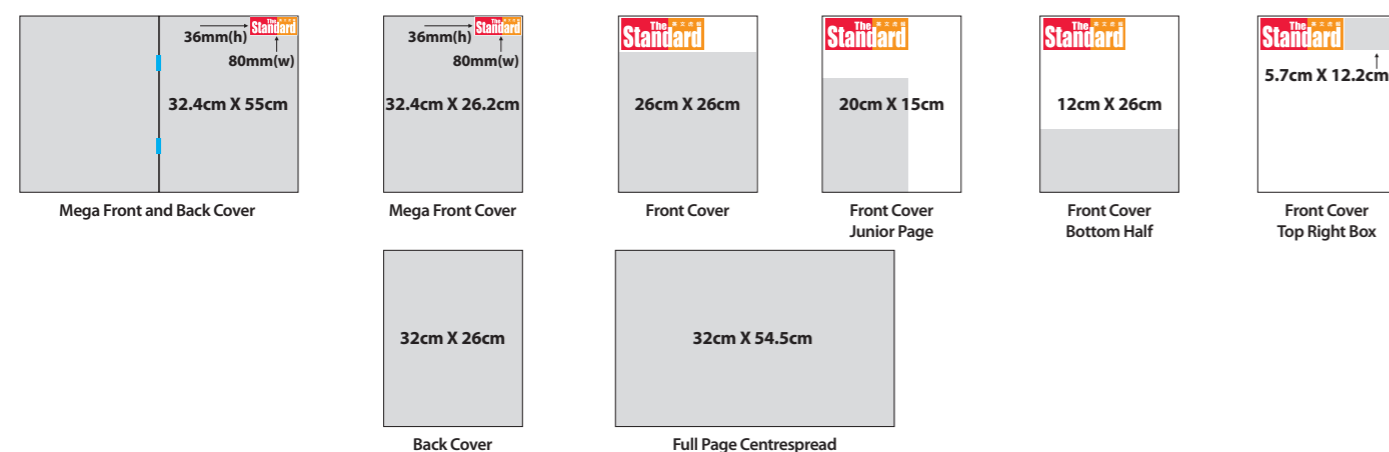
*Based on a 2022 survey by the School of Journalism and Communication, The Chinese University of Hong Kong for free newspaper.

DISPLAY ADVERTISING RATE (HK DOLLARS)

Effective January 2023

*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	\$410,000
Front Cover	26 cm x 26 cm	\$380,000
Front Cover Junior Page	20 cm x 15 cm	\$220,000
Front Cover Bottom Half	12 cm x 26 cm	\$220,000
Front Cover Bottom Banner	8 cm x 26 cm	\$155,000
Front Cover Top Right Box	5.7 cm x 12.2 cm	\$48,000
Back Cover	32 cm x 26 cm	\$210,000
Page 3 Full Page	32 cm x 26 cm	\$170,000
Page 5 Full Page	32 cm x 26 cm	\$145,000
Full Page Centrespread	32 cm x 54.5 cm	\$270,000
Half Page Centrespread	15.5 cm x 54.5 cm	\$145,000
Front Page - Per Col Cm		\$3,400



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

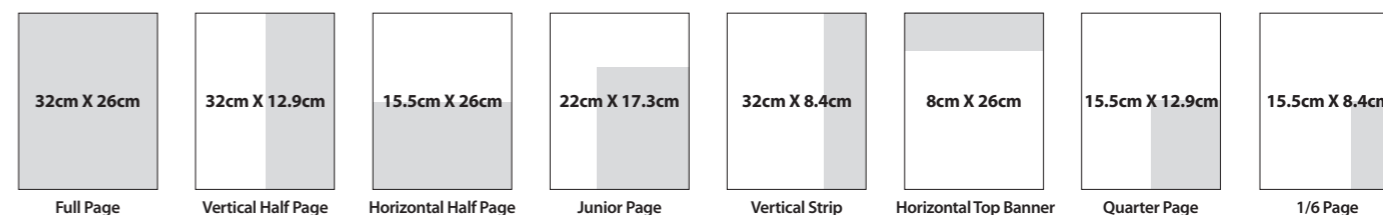
- Positions not listed will incur a 30% loading fee
- Special creative is welcome, creative fee is negotiable
- The Standard reserves the right to preempt the front page booking by news without prior notice and the right to make the final decision in the choice of front page advertisement

Run-of-paper (ROP)	Size (H X W)	Full Color	Spot Color	Black & White
Full Page	32 cm x 26 cm	\$123,000	\$83,000	\$73,500
Vertical Half Page	32 cm x 12.9 cm	\$66,000	\$43,500	\$39,000
Horizontal Half Page	15.5 cm x 26 cm	\$66,000	\$43,500	\$39,000
Junior Page	22 cm x 17.3 cm	\$66,000	\$43,500	\$39,000
Vertical Strip	32 cm x 8.4 cm	\$49,000	\$34,000	\$29,000
Horizontal Top Banner	8 cm x 26 cm	\$36,500	\$26,000	\$22,000
Quarter Page	15.5 cm x 12.9 cm	\$35,500	\$25,000	\$20,500
1/6 Page	15.5 cm x 8.4 cm	\$23,000	\$17,000	\$12,500
Per Col Cm		\$773	\$552	\$470

Supplement	Size (H X W)	Full Color	Spot Color	Black & White
Full Page	32 cm x 26 cm	\$134,000	\$93,500	\$78,500
Vertical Half Page	32 cm x 12.9 cm	\$70,000	\$48,000	\$42,500
Horizontal Half Page	15.5 cm x 26 cm	\$70,000	\$48,000	\$42,500
Junior Page	22 cm x 17.3 cm	\$70,000	\$48,000	\$42,500
Vertical Strip	32 cm x 8.4 cm	\$52,000	\$37,000	\$32,000
Horizontal Top Banner	8 cm x 26 cm	\$40,000	\$28,000	\$24,000
Quarter Page	15.5 cm x 12.9 cm	\$37,000	\$27,500	\$23,000
Per Col Cm		\$876	\$595	\$510

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 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. 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



Facebook:



Mobile App:



Flip Version:



For details please go to: www.thestandard.com.hk



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