

**FORM 1**

表格 1

**Show directory advertisement**  
场刊广告**第十届中国(上海)国际眼镜业展览会**  
**The 10<sup>th</sup> China (Shanghai) International Optics Fair****DEADLINE**

截止日期

**07/01/2010**

The Organizers will publish a show directory to be distributed to trade visitors during the Exhibition. Advertisements are recommended. 主办单位将出版展览场刊, 现场派发予业内人士, 欢迎刊登广告。

Mechanical data of the SHOW DIRECTORY are as follows 展览会场刊规格如下:

- |   |  |                          |
|---|--|--------------------------|
| 1. Size 场刊尺码  | : 21 cm (W) x 28.5 cm (H)  | 21厘米(阔) x 28.5(高)        |
| 2. CD-requirements 光盘档案规格                                   | : 300dpi - jpeg or tif format  | 300解像度 - jpeg 或 tif 格式   |
| 3. Advertisement Size 广告尺码                                  | : Full page : 21cm(W) x 28.5 cm(H)   | 全页 : 21厘米(阔) x 28.5厘米(高) |
|   | Bleed page: 21.6cm(W) x 29.1cm(H)  | 出位全页:21.6厘米(阔)x29.1厘米(高) |
| 4. Method of printing 印刷方式                                  | : Offset   | 柯式                       |
| 5. Screen line 网线   | : 4C 四色/175  | B/W 黑白/133               |
| 6. Advertising Materials 广告材料                               | : Please send positive color separation films with complete set of progressive proofs for color advertisement. | 四色广告须提供分色片连同打稿一套         |
| 7. Deadline for submitting advertising materials 递交广告材料截止日期 | : <b>07/01/2010.</b>   |                          |
| 8. Advertising Rates 广告价目:                                  |  |                          |

	Colour 颜色	Full Page Rates 全版价目	Quantity 所需页数	Advertising Fee (US\$) 广告费(美金)
BACK COVER 封底	4C四色	US\$3,000. -	1	
INSIDE FRONT COVER (LEFT) 封面里(左)	4C四色	US\$2,500. -	1	
INSIDE FRONT COVER (RIGHT) 封面里(右)	4C四色	US\$2,500. -	1	
INSIDE BACK COVER (LEFT) 封底里(左)	4C四色	US\$2,500. -	1	
INSIDE BACK COVER (RIGHT) 封底里(右)	4C四色	US\$2,500. -	1	
INSIDE FULL PAGE (R.O.P.) 内页	4C四色	US\$1,500. -		

广告费用合共 Total Advertising Fee: US\$ \_\_\_\_\_ 美元

Terms of Advertising 刊登广告之一般规定:

- Special Position: add 20% 特别指定位置需按广告定价增收百分之二十。
- Advertising fee does not include artwork, film production or colour separation. 广告费用不包括做稿,菲林制作及分色费用。
- Artwork production and colour separation service can be provided on request and will be billed separately. 主办单位可代办做稿及分色,费用另计。
- Content of the advertisement must be relevant to the theme of our show. 刊登之广告内容必须与本展主题有关。
- No advertisement of fake products is allowed. 严禁刊登仿冒品之广告。  
The organisers strictly prohibit advertisement of goods of false origin of production, fake trademark and infringement of the patent right of others. If the organizers are involved in legal cases due to the dishonesty of the advertiser(s), the advertiser(s) are liable to any indemnity caused. 主办单位严禁刊登产地标示不实、仿冒商标或侵犯他人专利之产品广告。如因广告商不实而涉及诉讼时,该广告商需负上一切赔偿责任。
- Order must be accompanied with full payment. Advertising order without payment will not be entertained.

**Cheques are to be crossed and made payable to "ORIENT INTERNATIONAL EXHIBITION CO., LTD."**  
**Address: Unit 602 Austin Tower, 22-26A Austin Avenue, Tsim Sha Tsui, Kowloon, Hong Kong**  
**Tel: (852) 2789 3220 Fax: (852) 2789 3260 E-mail: orientex@netvigator.com**  
**or remittance to our Hong Kong Bank USD Account : 181-0-613925**

广告费用必须连同本申请表格一并交回东方国际展览有限公司,未付费之申请,恕不受理。付费之划线支票抬头请写 "东方国际展览有限公司"  
 地址: 香港九龙尖沙咀柯士甸路22-26A好兆年行602室  
 电话: (852) 2789 3220 传真: (852) 2789 3260 电子邮箱: orientex@netvigator.com  
 或将汇款存入本公司之香港上海汇丰银行美元账户: 181-0-613925

**EXHIBITOR'S AUTHORIZATION 申请单位**

Contact Person 姓名 \_\_\_\_\_ Position 职位 \_\_\_\_\_

Company 公司名称 \_\_\_\_\_

Tel. 电话 \_\_\_\_\_ Fax. 传真 \_\_\_\_\_

Booth No. 展位号 \_\_\_\_\_ E-mail 电子邮箱 \_\_\_\_\_

Date 日期 \_\_\_\_\_ Signature & Company Chop 签署及公司盖章 \_\_\_\_\_

Please return to : ORIENT INTERNATIONAL EXHIBITION CO., LTD.  
 请交回: 东方国际展览有限公司

Fax 传真: (852) 27893260  
 Email 电邮: orientex@netvigator.com