

ROP Ad (4C)	Ad Size (Height X Width)		Price (USD) Per Ad, Per Edition			
	Non-bleed	Bleed	1 X	2X	3X	4X or above
Full Page	350 X 256mm	376 X 282mm	4,400	3,520	3,080	2,640
[Advertorial] Full Page*		-	2,640	2,112	1,848	1,584
Spread	350 X 532mm	376 X 558mm	8,800	7,040	6,160	5,280
Half Page	Vertical: 350 X 125mm	Vertical: 376 X 138mm	2,500	2,000	1,750	1,500
[Advertorial] Half Page*	Horizontal: 175 X 260mm	Horizontal: 186 X 282mm	1,500	1,200	1,050	900
1/3 Page	Vertical: 350 X 90mm Horizontal: 120 X 256mm	-	2,000	1,600	1,400	1,200
1/4 Page (Quarter) / Showcase	170 X 125mm	-	1,250	1,000	875	750
<b>Special Positions</b> — Ad rate (USD) per day per edition						
Front Cover (Half Page)	Horizontal: 160 X 265mm	-	6,650			
Inside Front (Full Page)	350 X 256mm	376 X 282mm	6,380			
Inside Back (Full Page)			6,380			
Back Cover (Full Page)			7,250			

\* Advertorial writing-up, one-stop creative & production services are offered at charge. For more information, please refer to the last page.

**Floor Plan Edition** — Ad rate for 4 days

ROP Ad (4C)	Ad Size (Height X Width)		Price (USD)
	Non-bleed	Bleed	
Full Page	350 X 256mm	376 X 282mm	5,980
Junior Page	248 X 185mm	254 X 191mm	4,600
Half Page	Horizontal: 175 X 260mm	Horizontal: 186 X 282mm	3,390
1/3 Page	Vertical: 350 X 90mm Horizontal: 120 X 256mm	-	2,750
1/4 Page	170 X 125mm	-	1,695
1/4 Showcase	170 X 125mm	-	960
Booth Indicator	40 X 55mm	-	350
<b>Special Positions</b> — Ad rate (USD) for 4 days			
Front Cover (Junior Page)	248 X 185mm	-	9,000
Inside Front / Next to Inside Front (Full Page)	350 X 256mm	376 X 282mm	8,500
Inside Back / Next to Inside Back (Full Page)			8,500
Back Cover (Full Page)			9,600
Facing specific floor plan ad page (20% Surcharge included)	350 X 256mm	376 X 282mm	7,176

**Remarks** 1. Size of Show Daily: 370mmH X 276mmW  
2. Artwork production will be provided at charge  
3. B/W, 2C and 4C Ad will be charged at the same rate

**Booking Deadline: 28 Feb 2020**

**Materials Deadline: 5 Mar 2020**