

The Hongkong Japanese Club Official Website Banner Ad Guideline

*The Hongkong Japanese Club members only.

[Ad placement fee]

HK\$500 / 1 banner frame / 1 month (Hyperlink from the banner)

- Banner advertisement is placed on a monthly basis, from the first until the last day of the month, adjustment by calculation on daily pro-rate shall not be applied even in case of starting date of the advertising is the middle of the month.
- The contract period must be contiguous 3 months at least, up to 12 months.
- A HK\$1,000 discount will be given to contiguous 12 months' contract.
- Ad placement fee for the whole period shall be paid in advance. Refund of the fee shall not be allowed under any circumstances.

[Banner ad specifics]

※Please provide an image file following guidelines below:

Dimension: 36 pixel in height x 140 pixel in width

File size: up to 10 kb

File format: JPG / PNG (Animation and transparency processing are not applicable.)

[Requirements for application]

- Documents outlining the banner ad
- Sample of the banner ad (Shows design draft and the content of the advertisement)
- The Hongkong Japanese Club reviews each application and has a right to accept it or not.
- Banner advertisement frames will be allotted in order of application on a first come, first serve basis.

[Unacceptable advertisements]

- Advertisements for which the attribution is uncertain and for which responsibility is unidentified.
- Infringe on copyrights, trademarks, and other intellectual property rights.
- Advertisements that discredit an individual, group, or community, invade privacy.
- Advertisements with factually inaccurate information are prohibited.
- Advertisements that promote the disruption of social order, bad manners, and a disregard for common practice.
- Include expressions that significantly arouse speculative spirits.
- Other advertisements that The Hongkong Japanese Club considers inappropriate (The Club will not provide the reason for rejection of the advertisement.)
- In case the advertisement is found inappropriate to post on the Club website after it started running, the Club will remove it even during the contract period.

[Advertiser's responsibility]

The advertiser is solely liable for any consequences that may arise in regards to the banner including content of the advertisement in general. The advertiser shall, in good faith, deal with complaints, inquiries, etc. on the banner advertisement.