



United Services Recreation Club
Hong Kong's Best Kept Secret

Advertising in 'IN BLOOM'

About USRC

We are a well-established family-oriented sports and recreation club where conveniently nestled in central Kowloon. The USRC is a pristine oasis of peace and relaxation club provide with excellent sports facilities, food and beverage outlets. We currently have approximately, 3,000 members (970 active accounts) from a high income level including professionals and management executives. There are 4 kinds of membership – Family, Corporate, Sports & Short Term. About 86% are family memberships.

About IN BLOOM

In Bloom is a bi-monthly publication. Our members learn about the up-dated club news, events, food promotion and functions mainly through In Bloom. In Bloom is printed in full color on glossy paper and it is distributed complimentary to all USRC members and reciprocal clubs worldwide bi-monthly. In Bloom can also be downloaded from USRC website. Total bi-monthly circulation is 1,300 and readership is about 3,000.

Advertising Rates

<u>Colour</u>	Rate per issue for 1 insertion	Rate per issue for 3 insertions	Rate per issue for 6 insertions
Back Cover	\$3,840	\$3,456	\$3,072
Inside Front Cover	\$3,600	\$3,240	\$2,880
Inside Back Cover	\$3,360	\$3,024	\$2,688
Full Page (ROP)	\$3,000	\$2,700	\$2,400
Half Page	\$1,920	\$1,728	\$1,536
1 / 4 Page	\$1,200	\$ 1,080	\$ 960
<u>Black & White</u>			
Full Page (ROP)	\$1,920	\$1,728	\$1,536
Half Page	\$1,200	\$ 1,080	\$ 960
1 / 4 Page	\$ 840	\$ 756	\$ 672
<u>USRC e-Newsletter</u>			
Monthly rate	\$3,000 per month	-	-
(4 circulations / month)			
<u>Loose Flyers</u>			
One Sheet	Please call for further information		



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Artwork Specifications

SIZE	File	Digital High Resolution 300 dpi AI, JPEG, TIFF & PDF
	Full Page	Trim 210 x 297 mm Bleeding 5mm surrounding
	Half Page	Trim 115 x 176 mm
	1/4 Page	Trim 115 x 176 mm

Deadlines

The booking deadline is the 8th and the material deadline is the 15th of the preceding month of insertion.

Please Note

In Bloom is published bi-monthly and are distributed at the beginning of January, March, May, July, September & November. Please contact Emile Kwok at 3966 8618 or email mkmanager@usrc.org.hk for further details.

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Advertising Contract

Date _____ Name of Company _____

Name of Contact Person _____

Correspondence address _____

Tel _____ Fax _____ Email _____

Please check the appropriate :

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<u>Loose Flyers</u>			
One Sheet	Please call for further information		

Number of insertions _____

Month for Insertions _____

- Payment is confirmation of the contract and guarantees your booking.
- Advertising contract cannot be cancelled once confirmed and payment is non-refundable.
- Cheque should be made payable to "United Services Recreation Club Limited".
- Advertising not received by the deadline may not be included in the requested month and there will be no refund.
- The USRC reserves the right to decline any advertisement.

Authorised signature with company chop

Date