

规格 Mechanical Specifications

总则 General Policy

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Advertisers and advertising agencies assume liability for all content of advertisements printed and also assume responsibility for any claims arising there-from made against the publisher. The publisher reserves the right to reject advertising not conforming to publication standards. The publisher reserves the right to place the word "advertisement" with copy, which, in the publisher's opinion, resembles editorial materials. The publisher is not responsible for errors in key numbers. Publisher is not liable for delays in delivery and or non-delivery in the event of an Act of God, action by any government or quasi-government entity, fire, flood, insurrection, riot, explosion, embargo, strike, whether legal or illegal, labor or material shortage, transportation, interruption of any kind, work slowdown, or any condition beyond the control of the publisher affecting production or delivery in any manner.

In the event of non-payment, the publisher reserves the right to hold the advertiser and/ or agency jointly and severally liable for such monies as are due and payable to the publisher. The publisher will not be bound by any conditions, printed or otherwise, appearing on any insertion order or contract when they conflict with the terms and conditions of this rate card.

关于取消广告 Cancellations

在定期限之后，广告不得改变或取消。在定期限之前，如要取消广告，必须以书面通知。

No cancellations or changes will be accepted after space closing date. Notification of cancellations prior to closing date must be in writing.

	跨版 Spread Page	整版 Full Page	2/3 版纵向 Page Vertical	2/3 版横向 Page Horizontal	1/2 版纵向 Page Vertical	1/2 版横向 Page Horizontal	1/2 版岛形 Page Island	1/3 版纵向 Page Vertical	1/3 版横向 Page Horizontal	1/4 版 Page	1/6 版 Page	
有效面积 Live Area (Non-Bleed)	 381mm x 254mm 15" x 10"	 178mm x 254mm 7" x 10"	 114mm x 248mm 4.5" x 9.75"	 178mm x 168mm 7" x 6.61"	 86mm x 248mm 3.375" x 9.75"	 178mm x 124mm 7" x 4.875"	 114mm x 187mm 4.5" x 7.375"	 57mm x 248mm 2.25" x 9.75"	 178mm x 84mm 7" x 3.31"	 86mm x 124mm 3.375" x 4.875"	 57mm x 124mm 2.25" x 4.875"	
裁切尺寸 (Trim)	406mm x 273mm 16" x 10.75"	203mm x 273mm 8" x 10.75"	※ 有效面积: 包括所有广告内容 (文字, 图像和照片) Live Area: Including all essential elements (text, graphics & photos)					70mm x 273mm 2.76" x 10.75"				
出血尺寸 (Bleed)	419mm x 279mm 16.45" x 11"	209mm x 279mm 8.25" x 11"						76mm x 279mm 2.99" x 11"				

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