

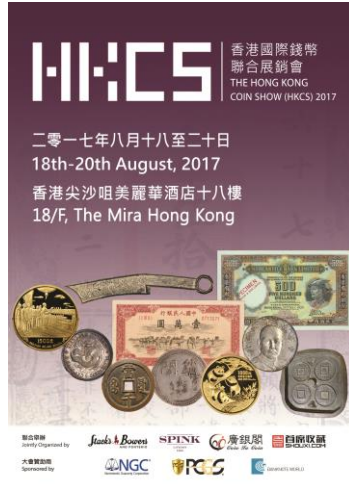
HKCS Advertising Programme

Greetings from the Hong Kong Coin Show, and thank you for your support for our show. Please let us take this opportunity to introduce our advertising plan.

HKCS has designed an advertising programme which will provide businesses the opportunity to support the event. Our programme has been developed to provide businesses with an excellent return on their investment. Our package offers you brand exposure throughout the event. Please refer to the following table for the advertising programme detail.


Advertising Items


Items	Description	Size/ Quantity	Price
<p>Huge Foam Board</p> 	<p>There are 2 advertising foam boards at the hall entrance, which is a very eye-catching location</p>	<p>2 sizes</p> <ul style="list-style-type: none"> - 85cm (width) x 200cm (height) - 65cm (width) x 350cm (height) 	<p>USD 1,000/ board</p>
<p>Mirror Board</p> 	<p>There are 17 mirrors boards on the long passageway wall. It is the only entrance to the show hall which all visitors will walk pass it. You can design the advertisement to your requirements. HKCS will be responsible for the production and the production cost.</p>	<p>112cm (width) x 200cm (height)</p>	<p>USD 750/ board</p>



The HKCS show book will be sent to auction clients of Stack's Bowers and Ponterio and Spink. Also, the show book will distribute to visitors, dealers, collectors, exhibitors which is an effective promotion to all numismatic lovers.

	<p><u>¼ Page</u></p> <p>A7 size with bleeding 80(w) x 111(h) mm</p> <p>Price: USD 150</p>	<p><u>Full Page</u></p> <p>A5 size with bleeding 154(w) x 216(h) mm</p> <p>Inside Front Cover: USD 1,000 Inside Back Cover: USD 1,000 Back Cover: USD 2,000 Inside Full Page: USD 500</p> <p><u>Inside 2 Full Pages</u></p> <p>Size: 303(w) x 216(h) mm Price: USD 900</p>
<p><u>½ Page</u></p> <p>A6 Size with bleeding 154(w) x 111(h) mm</p> <p>Price: USD 300</p>		

Items	Description	Size/ Quantity	Price
<p>Hall Pillar Poster</p> 	<p>There are 12 pillars in the show hall for advertising. You can design the advertisement to your requirements. HKCS will be responsible for the production and the production cost.</p>	<p>49cm (width) x 270cm (height)</p>	<p>USD 600/ pillar</p>

Items	Description	Size/ Quantity	Price
<p>Website Banner Advert</p>	<p>There are two fixed banners on the home page of HKCS official website. You can design the advertisement to your requirements. The posting period would be until 8th April, 2018</p> 	<p>Size: 482*100 pix</p> <p>Quantity: 2 (more space will be opened if more than 2 applications are received)</p>	<p>USD 500/ banner</p>

There is a 5% discount for companies who purchase 2 advertising items; 10% off for 3 items and 15% off for 4 items. This discount is only applicable to items purchased by the same company.

In return for your investment, HKCS can help your business increase your brand awareness and image to gain new customers and to develop relationships with existing customers.

If you are interested in this programme, please let us know by 31st January, 2018.

Should you have any queries regarding any of our advertising programme, please don't hesitate to contact us.

In finishing, I would like to extend my sincere thanks for taking the time to read our advertising programme. We believe our programme will provide a great marketing opportunity for your business. Hong Kong Coin Show looks forward to welcoming you to our advertising programme.

Best regards,

Charlotte Ho

Liaison Manager

Hong Kong Coin Show

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