



HONG KONG
RETAIL MANAGEMENT
ASSOCIATION
香港零售管理協會

02 April 2015

Dear Members, Customers and Partners,

**Congratulatory Newspaper Supplement for
the 30th Anniversary of Service & Courtesy Award (傑出服務獎)**

This year marks the 30th Anniversary of the Service & Courtesy Award of the Hong Kong Retail Management Association. As a flagship industry competition, the Service & Courtesy Award aims to uplift the competitiveness of Hong Kong's retail industry through recognizing the outstanding performance of frontline retail practitioners.

For the past 30 years, the Award has attracted participation of over 10,000 retail frontline practitioners and it has been highly respected as the Oscars of the retail trade. We are proud that the Award has spearheaded the evolution of Hong Kong's renowned service culture and the transformation of the retail trade.

To celebrate this important milestone, a special newspaper supplement will be published on AM730 on Wednesday 20 May, 2015, which will cover the Award's development and its achievements over the years. You are cordially invited to place a congratulatory advertisement in the newspaper supplement to celebrate this memorable moment with us.

You may refer to the attached order form for the advertising packages that are specially offered to you. For advertising enquiries, you may contact Ms. Anita Lim at 2179 9409.

I take this opportunity to thank for your continuous support to the Service & Courtesy Award.

Yours sincerely,

Ruth Yu
Executive Director



**Congratulatory Newspaper Supplement for
The 30th Anniversary of Service & Courtesy Award
Order Form**

I wish to sponsor the following advertising package in celebration of the 30th Anniversary of Service & Courtesy Award of Hong Kong Retail Management Association. Please find my order information below.

Please “✓” as appropriate.

Advertisements at AM730 (Full Colour)	Sponsor Fee (HK\$)
(a) Full Page (265mmW x 327mmH)	<input type="checkbox"/> \$ 28,000
(b) 1/2 Page horizontal (265mmW x 153mmH)	<input type="checkbox"/> \$ 15,000
(c) 1/4 Page (130mmW x 153mmH)	<input type="checkbox"/> \$ 8,500
(d) Box with Name & Logo	<input type="checkbox"/> \$ 3,000

Booking Deadline

30 April 2015

Material Deadline

8 May 2015

Date of Publication

20 May 2015

Company Name: _____

Contact Person (Mr./Ms.): _____ Position: _____

Tel: _____ Fax: _____ Email: _____

Address: _____

Authorized Signature & Company Chop: _____

Advertisement Materials

- We shall prepare our own softcopy artwork(s) and deliver before the material deadline.
 We shall email our company name and logo (format: EPS, TIFF or JPEG) to snc@hkrma.org
 *Mechanical details of artwork will be advised upon receipt of booking.

Payment

- Enclosed is a cheque for HK\$ _____ being fees for the above advertising package.
 (Please have the cheque made payable to “**Hong Kong Retail Management Association Ltd**” and send to Hong Kong Retail Management Association, 7/F., First Commercial Building, 33-35 Leighton Road, Causeway Bay, HK, together with the signed order form **on or before 8 May 2015**).
- Please send me a receipt (address & attn. refers to the above information).

Remarks

1. Booking will be made on first-come-first-served basis.
2. No cancellation will be accepted after receipt of order by HKRMA.
3. The final box size will depend on the design layout and the number of sponsors.

Enquiry

Ms. Anita Lim (2179 9409 / snc@hkrma.org)