

## Artwork Production Specifications

Broadsheet Material Sizes :

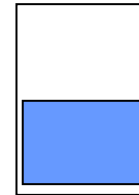
Units	Height	Width
1	27mm (1 1/16")	19 mm (3/4")
2	56 mm (2 3/16")	40 mm (1 9/16")
3	85 mm (3 3/8")	61 mm (2 7/16")
4	114 mm (4 1/2")	83 mm (3 1/4")
5	143 mm (5 5/8")	104 mm (4 1/8")
6	172 mm (6 3/4")	125 mm (4 15/16")
7	201 mm (7 7/8")	147 mm (5 3/4")
8	230 mm (9 1/16")	168 mm (6 5/8")
9	259 mm (10 3/16")	189 mm (7 7/16")
10	288 mm (11 5/16")	210 mm (8 1/4")
11	317 mm (12 1/2")	232 mm (9 3/16")
12	346 mm (13 5/8")	253 mm (10")
13	375 mm (14 3/4")	274 mm (10 13/16")
14	404 mm (15 15/16")	298 mm (11 3/4")
15	433 mm (17 1/16")	
16	462 mm (18 3/16")	
17	491 mm (19 3/8")	
18	522 mm (20 1/2")	

Popular Ad Sizes (Shaded Area):



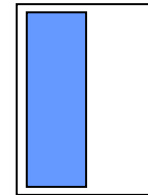
Full Page

522 mm (H) x  
298 mm (W)  
18X14 =252 units



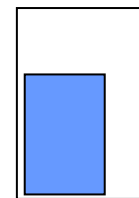
Horizontal 1/2  
Page

259 mm (H) x  
298 mm (W)  
9X14 =126 units

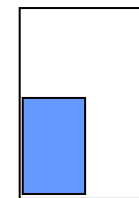


Vertical 1/2  
Page

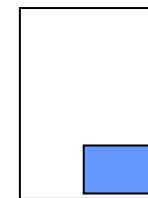
522 mm (H) x  
147 mm (W)  
18X7 =126 units



Junior Page  
346 mm (H) x  
210 mm (W)  
12X10 =120 units



Vertical 1/4  
Page  
259 mm (H) x  
147 mm (W)  
9X7 =63 units



Horizontal  
5 X 7 Page  
143 mm (H) x  
147mm (W)  
5X7 =35 units

### Technical & other information:

- Support applications\*:  
**Illustrator CS5 /InDesign CS5 /FanArt 5.0/  
 Photoshop CS5 /Acrobat 9**  
*\*If you are using newer version, please save it to our listed version or export to EPS / PDF formats before sending it over. For EPS / PDF files, please convert all fonts to path.*
- Support file format: Tif (Tiff), Jpg (Jpeg) /EPS /PDF
- File compression: SIT, ZIP, SEA, RAR
- Fonts: **Chinese fonts** – Dynatype Chinese fonts; please supply all Fonts or convert fonts to path.  
**English fonts** – Please supply all Fonts or convert fonts to path
- Storage media: DVD-ROM, USB Drive
- Email: [adv@mingpaovan.com](mailto:adv@mingpaovan.com)
- FTP: <ftp://ftp.mingpaovan.com>  
 Anonymous login, click "Incoming Folder"

### Booking and Material Deadlines:

- Booking deadlines:  
**7 days prior to publication date.**
- Artwork production or color separation service:  
**7 days prior to publication date.**
- Digital file supplied by advertiser:  
**2 days prior to publication date.**

# Advertising Rate Card (April 1, 2008)

## Western Edition, Canada

### Terms and Conditions of Advertising in Ming Pao Daily News

#### 1. Definitions

1.1 The 'Publisher' means the publisher of the newspaper in or with which the advertisement has appeared or is to appear.

1.2 The 'Buyer' means the person placing the order for the insertion of the advertisement. The Buyer may be the advertiser or the advertiser's advertising agency or media buyer.

1.3 An 'Advertisement' means matter to be printed on the page or separately inserted with the newspaper.

#### 2. The Buyer's warranties

The Buyer warrants that,

2.1 in relation to an Advertisement, the Buyer contracts with the Publisher as a principal even if the Buyer is acting directly or indirectly for the advertiser as an advertising agent, media buyer or in some other representative capacity;

2.2 the Publisher's reproduction and/or publication of the Advertisement (whether as originally submitted, or as amended under clause 3) will not:

- breach any contract;
  - infringe or violate any copyright, trademark or any other personal or proprietary right of any person; or
  - render the Publisher liable to actions for defamation; or
  - render the Publisher liable to any proceedings whatsoever;
- 2.3 any information supplied in connection with the Advertisement is accurate, complete and true;

2.4 in respect of any Advertisement submitted for publication which contains:

- the name or pictorial representation (photographic or otherwise) or any living person and/or
  - any part of any living person and/or
  - any copy by which any living person is or can be identified,
- the Buyer or the advertiser has obtained the authority of such living person to make use of such name, representation and/or copy; and

2.5 the Advertisement complies with the requirements of all relevant federal and provincial legislation (including subordinate legislation) for the time being in force in Canada and British Columbia.

2.6 Where the Buyer is the advertiser's agent, that it is authorized by the advertiser to place the Advertisement with the Publisher. Nothing in this clause affects the Buyer's liability as principal under clause 2.1.

#### 3. The Publisher's rights

3.1 The Publisher may reject or require the Buyer to amend any artwork, materials and copy for or relating to an Advertisement on the grounds that they:

- breach legal or moral obligations placed on the Publisher, the Buyer or the advertiser; or
- infringe the rights of a third party; or
- are otherwise deemed by the Publisher as unsuitable for publication.

3.2 The Publisher has the right, at its discretion, to refuse to publish, or to omit, suspend or change the position of any Advertisement otherwise accepted for insertion. While the Publisher will use reasonable efforts to comply with the wishes of the Buyer, the Publisher does not warrant the date of insertion, the wording or the quality of the color or mono reproduction of the Advertisement.

3.3 The Publisher reserves the right to insert the word "advertisement" on any advertisement copy.

3.4 The Publisher shall not be subject to any liability whatsoever for failure to publish or circulate all or any part of any issue or issues because of any reasons.

3.5 Nothing in this clause detracts in any way from the Buyer's representations in clause 2.

#### 4. Cancellations and other changes in the Advertisement

4.1 The Publisher shall not be bound by the Buyer's request to stop, cancel or transfer the Advertisement unless a minimum of three days' notice has been given. If the Buyer fails to give notice, the Buyer shall remain liable to pay for the Advertisement.

4.2 If a Buyer fails to deliver the materials on time, the Publisher reserves the right to repeat a previous advertisement or run a substitution advertisement and the Buyer will be responsible for full payment.

#### 5. Payment for the Advertisement

The Buyer shall pay for the advertisement before publication, unless the Publisher and the Buyer agree otherwise in writing.

If a commitment of frequency by the buyer is not fulfilled in a reasonable period of time due to whatever reason, the Publisher will reserve the right to charge back the discounted amount.

#### 6. Limitation of the Publisher's liability

Where the Publisher is liable for damages arising from negligence or any other cause whatsoever, its liability for damages (including indirect and consequential damages), is limited to a maximum (at the Publisher's option) of:

- giving a credit for its charge for the Advertisement or
- publishing the Advertisement a second time without charge.

The Buyer agrees that the Publisher's servants and agents are also entitled to rely on this clause to limit their liability.

#### 7. Time limits for lodging claims

Where the Publisher negligently publishes an incorrect Advertisement, the Buyer shall notify the Publisher in writing of such errors within 3 clear days. In default of such notice, the Publisher shall not be liable for the errors.

The Buyer agrees that the Publisher's servants and agents are also entitled to rely on this clause as a defense.

#### 8. Loss of copy, artwork, photographs or other materials

The Publisher shall not be liable for any loss of copy, artwork, photographs or other materials, whether arising from its negligence or otherwise.

#### 9. Indemnities

The Buyer will indemnify the Publisher and agrees to keep it indemnified against all claims, cost, proceedings, demands, losses, damages (whether direct, consequential or otherwise), expenses or liability whatsoever arising directly or reasonably foreseeably as a result of any breach or non performance of any of the representations, warranties or other terms contained in these conditions or implied by law.

#### 10. Acceptance of the Publisher's terms and conditions

The placing of an order for the insertion of an Advertisement shall amount to an acceptance of these conditions and any conditions stipulated on an order form or elsewhere by the Buyer shall be void to the extent that they conflict with these conditions.

#### 11. Waivers and indulgences

No waiver of indulgence by the Publisher shall be effective except where given by the Publisher in writing and only in relation to the matter in respect of **which it was specifically given**.