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Founded by Ming Pao Daily News (Canada) Ltd, Canadian Chinese Express is a weekly Chinese newspaper **freely distributed every Friday** and it is the most popular free Chinese newspaper in Vancouver.

The edition target readers from Mainland China using **simplified Chinese character**-that is used mainly by readers from Mainland China. Canadian Chinese Express will become one of the most informative domestic "Free" weekly newspapers in Vancouver.

Powered by a lean and energetic newsroom, Canadian Chinese Express aims to present **up-to-date summary of news from the past week, insights into local community, current issues in China, health issue, lifestyle, photos of the week and issues that is close to the life of Chinese from mainland in Canada.**

**Advertising Rate Card**

Ad size	BW	BW + Red	4-color	Dimensions H x W (mm)
Full page	\$299	\$329	\$499	278 x 256
Half page (Vertical)	\$160	\$180	\$280	278 x 127
Half page (Horizontal)	\$160	\$180	\$280	138 x 256
1/4 Page (Vertical)	\$100	\$110	\$150	138 x 127
1/4 Page (Horizontal)	\$100	\$110	\$150	68 x 256
1/8 Page (Horizontal)	\$50	\$55	\$75	68 x 127
<b>**Block Size**</b>	\$30	\$33	\$50	<b>**See Below**</b>

**Fixed Position Loading: +25%**

Frequency Discount	
4 -10 issues	10%
11-25 issues	20%
26-52 issues	35%

<b>**Block**</b>	Height	Width
1	68 mm	62.5 mm
2	138 mm	127 mm
3	208 mm	191 mm
4	278 mm	256 mm

Booking: 7 working days (Friday by 4 pm) prior to publication.  
 Artwork production Service: 7 working days (Friday by 4 pm) prior to publication  
 E-file submission: 4 working days (Monday by 4 pm) prior to publication.

Revised on September 1<sup>st</sup>, 2011