

# Daily Gross Rates

Advertising Rate Card (April 1, 2008)

Western Edition, Canada [www.mingpaovan.com](http://www.mingpaovan.com)



## Full Color

## Display Broadsheet Advertisement

<i>Position</i> <i>Size</i>	<i>A Front</i>	<i>2<sup>nd</sup> A Front</i>	<i>B/C/D Front</i>	<i>A/B/C/D Back</i>	<i>Inside ROP</i>
Full Page	\$4,600	\$3,500	\$2,700	\$2,600	\$1,790
1/2 Page (Vertical/Horizontal)	\$2,300	\$1,750	\$1,350	\$1,300	\$ 895
Junior Page					\$ 989
1/4 Page	\$1,150				\$ 447
1/8 Page (5 x 7 or 7 x 5)					\$ 247
4 x 7					\$ 199
A Front Banner	\$ 515				-
Unit Rate					\$ 7.1
Minimum Size					4x7

## B & W + Red

<i>Position</i> <i>Size</i>	<i>A Front</i>	<i>2<sup>nd</sup> A Front</i>	<i>B/C/D Front</i>	<i>A/B/C/D Back</i>	<i>Inside ROP</i>
Full Page	\$3,000	\$2,700	\$2,000	\$1,900	\$1,195
1/2 Page (vertical/Horizontal)	\$1,500	\$1,350	\$1,000	\$ 950	\$ 597
Junior Page					\$ 649
1/4 Page					\$ 299
1/8 Page (5 x 7 or 7 x 5)					\$ 165
4 x 7					\$ 132
Unit Rate					\$ 4.7
Minimum Size					3x4 /4x3

## B & W

<i>Position</i> <i>Size</i>	<i>Inside ROP</i>
Full Page	\$1,076
1/2 Page (Vertical/Horizontal)	\$538
Junior Page	\$597
1/4 Page	\$269
1/8 Page (5 x 7 or 7 x 5)	\$149
4 x 7	\$119
Unit Rate	\$4.27
Minimum Size	3x4 /4x3

### Special Position:

1. A Front Banner (left of Ming Pao's logo space – 4C)  
Preempted should there be a full-page ad on day of insertion.
2. A Front quarter page – applicable surcharges and preemption policy applies.  
Maximum 2 quarter-page ads on same day.
3. Top Banner – 1 and 2 row – 50% surcharge on daily  
3 row - 150% surcharge on daily  
Applicable surcharges and preemption policy applies for top banner.

### Conditions & Special Surcharge:

1. 15% additional charge for Friday, Saturday and Sunday.
2. 25% additional charge for specified section (Min. 5 x 7 page).
3. 40% additional charge for specified A2 or A3 (Min. 1/4 page)
4. 30% additional charge for specified page other than A2 or A3 (Min. 1/4 page).
5. 15% additional charge for junior page style ad larger than 120 units.
6. 15% additional charge and extra production charges for advertorial ads. (The copy must be submitted in advance for approval)
7. Ads with height 16 units or more will be charged as 18 units.
8. Ads with width 11 units or more will be charged as 14 units.
9. Process color other than red will be charged at full color rates.
10. Color separation can be provided at an additional charge.
11. Ads of smaller size may be pre-empted by ads of larger size.
12. Confirmation of all bookings will be subject to availability.
13. All ad insertions are subjected to "Terms and Conditions". (attached)