

# Friday Supplement - Gourmet

Advertising Rate Card (Dec 5, 2011)

Western Edition, Canada

www.mingpaovan.com



MING PAO DAILY NEWS

## 樂在明廚

Artpaper Position	Full Page/Full Color
Outside Back Cover	\$ 900
Inside Front Cover	\$ 800
Inside Back Cover	\$ 700

Inside Position	Full Color	B/W + Red
Full Page	\$ 670	\$ 480

Specified Page + 20%

Advertorial Ad + 15%

Frequency Discounts	
4 times	5%
12 times	10%
24 times	15%
39 times	20%
52 times	30%

Publication frequency: Every Friday

Free distribution with Ming Pao Daily News

Booking deadline: 2 weeks prior to publication

Material deadline: 1 week prior to publication

### Conditions & Additional charges:

1. Confirmation of all bookings will be subject to availability.
2. All ad insertions are subjected to "Terms and Conditions" (attached)

### Specifications:

Artpaper -- 133 line screen

Newsprint – 100 line screen

### Material sizes:

Full page (non Bleed) 246mm(H) x 181mm(W)

Full page (Bleed) 279mm(H) x 209mm(W)

Full page (Trimmed) 273mm(H) x 203mm(W)

(Version D)