

Ming Pao Property Gold Pages Monthly Advertising Rates

Effective: Apr 1, 2008



ROP (Monthly Rates - 4 issues)

Size	Total units	B/W 4 issues	B/W +Red 4 issues	Full Color 4 issues
Full Page	12	\$1,900/m	\$2,100/m	\$2,400/m
1/2 Page	6	\$990/m	\$1,100/m	\$1,215/m
1/3 Page	4	\$720/m	\$800/m	\$820/m
1/4 Page	3	\$550/m	\$630/m	\$650/m
1/6 Page	2	\$380/m	\$420/m	\$440/m
1/12 Page	1	\$190/m	\$210/m	\$230/m

Specified Page Surcharge: 25%

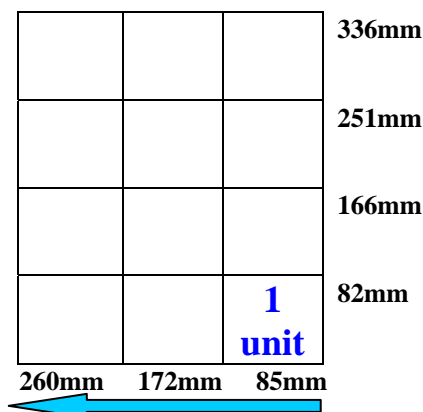
PROMINENT POSITIONS - Full Page Only (Monthly Rates - 4 issues)

Position	4 Color / 4 issues
Inside Front	\$3,500/m
Center Page	\$2960/m
Back Page	\$4,360/m
Inside Back	\$3,300/m

NEW HOME FEATURE DISPLAY EAR SPACE

Size: 45mm(H) x 65mm(W), Full Color

1 issue	\$160/ear	\$300/both ears
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Unit (H XW)	Height (mm)	Width (mm)	Total Units
1X1	82	85	1
1X2	82	172	2
1X3	82	260	3
2X1	166	85	2
2X2	166	172	4
2X3 (HP)	166	260	6
3X1	251	85	3
3X2	251	172	6
3X3	251	260	9
4X1	336	85	4
4X2	336	172	8
4X3 (FP)	336	260	12

Material Deadlines: New ad. - Friday at noon, 6 days prior to publication date

Minor Alternation: Monday at noon, 3 days prior to publication date