

Special Ear Positions



MING PAO DAILY NEWS

Advertising Rate Card (April 1, 2006 version)
Western Edition, Canada

Display Broadsheet Advertisement - Gross Rates per Insertion

Special Ear Positions - Monday through Saturday :

Position Size 56 mm x 98 mm	Important Economic News		Hong Kong Economic News		National Economic News*		Investment Column*	
	Mon,Wed & Fri.	Tue,Thu & Sat	Mon,Wed & Fri.	Tue,Thu & Sat	Mon,Wed & Fri.	Tue,Thu & Sat	Mon,Wed & Fri.	Tue,Thu & Sat
Days								
Full Color	\$ 65	\$ 65	\$50	\$50	\$ 50	\$ 50	\$ 50	\$ 50
B & W + Red					\$ 40	\$ 40	\$ 40	\$ 40
B & W					\$ 35	\$ 35	\$ 35	\$ 35

Conditions:

1. Minimum days : Either every Monday, Wednesday & Friday or every Tuesday, Thursday & Saturday
2. Minimum booking : one month
3. *For National Economic News and Investment Column, due to changes in the availability of color Ming Pao will charge the Full color, B&W or B&W + Red rate as per actual appearance of the ad.
4. Minimum cancellation notice : one month
5. For production service, contents can be modified not more than once every two weeks.