

## Classified Ad

### Advertising Rate Card (July 1, 2007 version)

Western Edition, Canada



MING PAO DAILY NEWS

#### Classified Advertisement

SIZE	1 WEEK	2 WEEKS	3 WEEKS	4 WEEKS
1 unit	\$23	\$39	\$52	\$65
2 units	\$46	\$78	\$104	\$130
3 units	\$69	\$117	\$156	\$195
4 units	\$92	\$156	\$208	\$260
5 units	\$115	\$195	\$260	\$325
6 units	\$138	\$234	\$312	\$390

#### Remarks:

1. Minimum booking – one week
2. Minimum size – One unit
3. Character count for each unit: **Head Line:** maximum of 5 characters  
**Content:** maximum of 48 characters  
Alphabets, numerals and punctuation count as one character.
4. Maximum booking – Four weeks
5. Positioning of ad within each classification is up to the discretion of the publisher.
6. Payment in advance and non-refundable.
7. Booking deadline – 3 pm the day prior to publication.