

Toronto Advertising Rates

Broadsheet – Monthly Package

Monthly Directory – Car, Restaurant, Travel, Business Plaza Sections

Package Rate	B & W	4 - Colour
Block Rate per Month	\$720	+50%

Basic Block Size: 85 mm (H) X 71 mm (W)
Minimum Size: 1 block
Maximum Size: 12 blocks
Maximum Height: 3 blocks
Minimum Booking: 1 month with max. 2 ad layouts

Small Business Directory – Education, Driving School, General Small Business, Health Care, Home Improvement, Professional Services

Package Rate	B & W	4 - Colour
Block Rate per Month	\$200	+50% Subject to availability

Basic Block Size: 56 mm (H) X 40 mm (W)
Minimum Size: 1 block
Minimum Booking: 1 month with the same ad layout
Fixed Position: 50% extra (Minimum 6 blocks)
 Position availability on first come first serve basis

Monthly Free Size

Package Rate	B & W	4 - Colour
Unit Rate per Month	\$60	+ 50%

Basic Unit Size: 27 mm (H) X 19 mm (W)
Minimum Size: 6 units (for BW), 6 x 5 units (for 4C)
Maximum size: 126 units (for ½ page)
Minimum Booking: 1 month with max. 2 ad layouts
Surcharge: 15% for Irregular 4-Colour ad with size of 90 units or bigger, except ¼ page, vertical & horizontal ½ page

- Frequency Discount is NOT Available
- Ad height at 15 unit or above will be charged at full height
- Ad width at 11 units or above will be charged at full width
- Minimum size for vertical strip is 18 x 3 units, horizontal strip is 1 x 14 unit

Deadline:
Booking : 5 working days prior to publication date
Artwork production service : 3 working days prior to publication date
E-file : 2 working days by 12 noon prior to publication date

Commission:
 All recognized ad agencies will be entitled to a 15% agency commission

Electronic File Accepted:
 See Production Specification for details

Terms and Conditions:

- Monthly packages are **NOT** applicable for announcement, notice, advertorial and special position ads
- Fixed position request is **NOT** available
- Insertion covers duration of any month **EXCEPT** for day(s) without publication
- See next page for other details

Note: The above details are subject to change at Ming Pao's discretion without further notice.

Effective: Jan 1, 2017



Terms and Conditions of Advertising on Broadsheet – Monthly Package

1. All insertion orders are accepted on prepayment basis unless prior written credit approval is obtained from Ming Pao Daily News (the Publisher).
2. All cancellation requests must be in writing and cancellation after the booking deadline as set out in the applicable rate card will not be accepted.
3. Early termination of any insertion orders with less than 1 month insertion will be charged with 1 month rate, and is subject to charge back on discount.
4. Positioning of advertisement is at the discretion of the Publisher.
5. Artwork amendment or production for Advertising Agency is subject to production fee depending on service requirements.
6. If an Advertiser or Advertising Agency fails to submit material on time, the Publisher reserves the right to repeat a previous advertisement of the correct size or run a house advertisement and Advertiser or Advertising Agency will be responsible for full payment.
7. All advertisements are accepted and published entirely upon the representation that the Advertising Agency and Advertisers are authorized to publish the entire contents and subject matter thereof. In consideration of the publication of advertisements, the Advertiser and Advertising Agency will indemnify and render the Publisher harmless from and against any loss or expense arising out of publication of such advertisement, including, without limitation, those resulting from claims or suits for libel, violation of right of privacy or right of publicity, plagiarism or copyright infringement. In consideration of the Publisher's reviewing for acceptance, or acceptance of, any advertisement for publication, the Advertising Agency and Advertiser agree not to make promotional or merchandising reference to Ming Pao Daily News, in any way except with the expressed written permission of the Publisher for each such use.
8. The Publisher shall not be liable to the Advertiser or Advertising Agency or any other persons for damages or loss resulting directly or indirectly from the advertisement not being published or circulated by the Publisher, its agents, or servant including, without limitations: failure to publish, mistakes, omissions, delays, errors, or defects in colour or print whether or not such damages or loss resulted from a breach of obligations or contract (whether or not such breach is considered to be fundamental), or from negligent tortious or delictual conduct of the Publisher, its servants or agents, or any other act or omissions which might give rise to any cause of action.
9. The Publisher reserves the right to reject or cancel any advertisement for any reason at any time.

Jan 1, 2017

