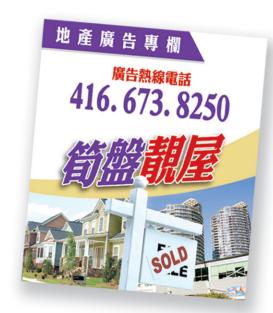
# **Toronto Advertising Rates**

## **Broadsheet - Property Page**



Package Rate (must be within a week)	4 - Colour		
3 - day (Fri, Sat, Sun)	\$450 per block		
5 - day (Wed, Thurs, Fri, Sat, Sun)	\$750 per block		



Publication: Broadsheet, News section (subject to availability)

Minimum Size: 1 block
Maximum Size: 12 blocks
Maximum Height: 3 blocks

Minimum Booking: 1 week with the SAME ad layout

- Ad content is limited to resale property listing only.
- Real Estate Agent name, title and company's logo must be included in the ad.
- Ad rates are NET and ad agency commission does NOT apply.

#### Deadlines:

- Booking: 2 business days (by 12pm) prior to publication date
- E-file submission: 1 business day (by 12pm) prior to publication date
- Artwork production service: 2 business days (by 12pm) prior to publication date

### **Electronic File Accepted:**

See Production Specification for details

#### **Terms and Conditions:**

See next page for details

Ad Size	Unit Size		Dimensions H x W (mm)			
1 Block	1	Х	1	85	Х	71
2 Blocks (Horizontal)	1	Х	2	85	Х	147
2 Blocks (Vertical)	2	Х	1	172	Х	71
3 Blocks (Horizontal)	1	Х	3	85	Х	221
3 Blocks (Vertical)	3	Х	1	259	Х	71
4 Blocks (Horizontal)	1	Х	4	85	Х	298
4 Blocks (Square)	2	Х	2	172	Х	147
6 Blocks (Horizontal)	2	Х	3	172	Х	221
6 Blocks (Vertical)	3	Х	2	259	Х	147
8 Blocks (Horizontal)	2	Х	4	172	Х	298
12 Blocks (Horizontal)	3	Х	4	259	Х	298

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

As of March 2023







