

Toronto Advertising Rates

Broadsheet – Daily Ad

明報

MING PAO DAILY NEWS

Ad Size	B&W	4 – Colour	Unit Size	Dimensions HxW (mm)
Front Page				
Full Page	/	\$5,688	16 x 14	462 x 298
½ Page Vertical	/	\$3,091	16 x 7	462 x 147
½ Page Upper	/	\$3,998	7 x 14	201 x 298
½ Page Bottom	/	\$2,688	9 x 14	259 x 298
Top Banner	/	\$800	/	66 x 179
Section Front				
Full Page	/	\$4,600	18 x 14	522 x 298
½ Page Bottom	/	\$2,500	9 x 14	259 x 298
ROP				
Basic Unit	\$8.80	\$15.30	1 x 1	27 x 19
Full Page	\$2,218	\$3,856	18 x 14	522 x 298
½ Page Horizontal	\$1,109	\$1,928	9 x 14	259 x 298
½ Page Vertical	\$1,109	\$1,928	18 x 7	522 x 147
Junior Page	\$1,056	\$2,111	12 x 10	346 x 210
¼ Page	\$554	\$964	9 x 7	259 x 147
1/8 Page Horizontal	\$308	\$536	5 x 7	143 x 147
1/8 Page Vertical	\$264	\$459	6 x 5	172 x 104



Surcharge:

- Weekend Insertion (Saturday or Sunday) +20%
- Fixed Position (Min. 1/4 Page - Subject to pre-emption)
 - Fixed Section +15%
 - Fixed Page +30%
- Advertorial Ad +15%
- Irregular 4-Colour ad with size of 90 units or bigger, except ¼ page, vertical & horizontal ½ page and full page +15%

Commission:

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

Deadline:

- Booking, e-file: 12 noon of the working day prior to publication date
- Artwork production service: 3 working days prior to publication date

Electronic File Accepted:

See Production Specification for details

Terms and Conditions:

See next page for details

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

Effective: May 1, 2018



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Terms and Conditions of Advertising on Broadsheet – Daily Ad

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 order is subject to charge back on discount.
4. Positioning of advertisement is at the discretion of the Publisher.
5. Any height at 15 unit or above will be charged at full height.
6. Any width at 11 unit or above will be charged at full width.
7. Minimum size for vertical strip is 18 x 3 unit, horizontal strip is 1 x 14 unit.
8. Booking for special position insertion is subject to size and colour pre-emption up to 5 working days prior to publication by another advertisement. However, the original Advertiser has the first right of refusal to upgrade to the same level of insertion to avoid pre-emption.
9. Artwork amendment or production for Advertising Agency is subject to production fee depending on service requirements.
10. The Publisher reserves the right to insert the word "advertisement" on any advertisement copy. 15% surcharge will apply to advertorial advertisements.
11. 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.
12. 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.
13. 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.
14. The Publisher reserves the right to reject or cancel any advertisement for any reason at any time.

Jan 1, 2017

