

明報周刊 Toronto Advertising Rates Sunday Supplement – Entertainment

| Ad Size | B&W | 4 - Colour | Dimensions H x W (mm) |
|------------------------------------|---------|------------|--|
| Special Position (Artpaper) | | | |
| Outside Back Cover | / | \$1,960 | Trimmed: 305 x 241 Bleed: 311 x 247 Non – Bleed: 285 x 221 |
| Inside Front Cover | / | \$1,600 | |
| Inside Back Cover | / | \$1,480 | |
| Front Page Bottom Banner | / | \$1,420 | 80 x 231 |
| Centre Spread (Artpaper) | | | |
| P.1 (Given that P.2 & 3 is sold) | / | \$1,480 | Refer to Full Page |
| P.2 & 3 (Spread) | / | \$3,404 | Refer to Double Page Spread |
| P.4 (Given that P.2 & 3 is sold) | / | \$1,480 | Refer to Full Page |
| ROP (Newsprint) | | | |
| Double Page Spread | \$1,460 | \$2,100 | Trimmed: 305 x 482 Bleed: 311 x 488 Non – Bleed: 285 x 462 |
| Full Page | \$680 | \$980 | Trimmed: 305 x 241 Bleed: 311 x 247 Non – Bleed: 285 x 221 |
| Junior Page | \$540 | \$760 | 213 x 165 |
| ½ Page Horizontal | \$400 | \$560 | 141 x 221 |
| ½ Page Vertical | \$400 | \$560 | 285 x 109 |
| ¼ Page Horizontal | \$245 | \$420 | 69 x 221 |
| ¼ Page Vertical | \$245 | \$420 | 141 x 109 |

Distribution: Free distribution with Ming Pao Daily News on every Sunday
Binding: Saddle stitched

Surcharge:

Fixed Position: + 15% (Subject to availability)
Advertorial Ad: + 15%

Deadline:

Booking & Artwork production service:
Every Friday prior to publication date

E - File:

CS Artpaper – Every Wednesday prior to publication date
Artpaper – Every Thursday prior to publication date
ROP – Every Thursday 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:

- Cancellation and reschedule of artpaper booking will not be accepted, if such notification submitted in less than 5 weeks prior to publication date.
- 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 Sunday Supplement – Entertainment

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. Artwork amendment or production for Advertising Agency is subject to production fee depending on service requirements.
6. The Publisher reserves the right to insert the word “advertisement” on any advertisement copy. 15% surcharge will apply to advertorial advertisements.
7. 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.
8. 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 Saturday Supplement, in any way except with the expressed written permission of the Publisher for each such use.
9. 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.
10. The Publisher reserves the right to reject or cancel any advertisement for any reason at any time.

Jan 1, 2017

