

# 中华探索 Toronto Advertising Rates

## Sunday Supplement – Exploring China

Ad Size	4 - Colour	Dimensions H x W (mm)
<b>Special Position (Artpaper)</b>		
Outside Back Cover	\$1,300	Trimmed: 273 x 203
Inside Front Cover	\$990	Bleed: 283 x 213
Inside Back Cover	\$790	Non – Bleed: 246 x 181
Front Page Bottom Banner	\$800	Trimmed: 68 x 203
		Bleed: 78 x 213
<b>ROP (Newsprint) 4 - Colour</b>		
Double Page Spread	\$1,450	Trimmed: 273 x 406
		Bleed: 283 x 416
		Non – Bleed: 246 x 380
Full Page	\$680	Trimmed: 273 x 203
		Bleed: 283 x 213
		Non – Bleed: 246 x 181
½ Page Horizontal	\$380	122 x 181
½ Page Vertical	\$380	246 x 90

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 of the previous week prior to publication date

### E- File :

Every Monday 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:

See next page for 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 – Exploring China**

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

