

Flyer Insert

Rate Card (January 1, 2018)

Western Edition, Canada www.MingPaoCanada.com/Van/



MING PAO DAILY NEWS

Guideline for Flyer Insert

All flyer insertion services are provided with partial circulation of Ming Pao Daily News. The inserts will be applied to primarily our subscribers' copies with some spill-over together with single copies at our retail locations. Due to capacity restrictions of our operation, there are maximum quantities we can accept for different days of the week which may change from time to time.

Number of Inserts Accepted	Maximum	Minimum
Monday to Friday	10,000 copies	5,000 copies
Saturday and Sunday	20,000 copies	5,000 copies

Cost	Minimum 5,000 copies, each additional increment: 1,000 copies
5,000 – 10,000	\$0.21 per insert
11,000 – 15,000	\$0.20 per insert
16,000 or above	\$0.19 per insert

Size Specification: 5.5 inches x 8.5 inches (minimum)
11 inches x 12 inches (maximum)
Maximum thickness: 16 pages

Packing, Delivery & Content:

- All flyers must be produced and packed in good order to ensure the insertion in process is unimpeded.
- The use of skid is acceptable. Client should ensure the materials should be stacked by flats well within the skid.
- Flyer shipment must be delivered to Ming Pao's office at least 3 working days prior to insertion date. Address: 5368 Parkwood Place, Richmond, BC, V6V 2N1, Tel: 604-231-8998
- At least 40 flyer copies are required for test run 7 days prior to insertion date.
- Ming Pao Daily News reserves the right to refuse the flyer insertion without liability if the content of which is deemed unacceptable.