

Monthly Package

Advertising Rate Card (January 1, 2018)

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



Display Broadsheet Advertisement

Monthly Free Size

| Package Rate | B & W | B & W + Red | 4-Colour |
|----------------------------|---------------|-------------|-------------|
| Unit Rate per Month | \$52.5 | +20% | +65% |

Basic Unit Size: 27mm (H) x19mm (W)
 Minimum Size: 3 x 4 units for B/W
 3 x 4 units for B/W + Red
 4 x 7 units for 4C
 Minimum Booking: 1 month with max. 4 ad layouts

| Unit Rate Per Month | B & W | B & W + Red | 4-Colour |
|---|--------------|--------------|--------------|
| Restaurant Sections 食版 | \$245 | \$290 | \$335 |
| Auto Sections 車版 | \$265 | \$310 | \$360 |
| Professional/Medical Sections 專業/醫療版 | \$265 | \$310 | \$360 |
| Travel Section 旅遊版 | \$385 | \$425 | \$480 |

Basic Unit Size: 85mm (H) x 73mm (W)
 Minimum Size: 1 unit for B/W and B/W+Red
 2 units for 4C
 Maximum Size: 24 units (6 x 4) Full Page
 Minimum Booking: 1 month with max. 4 ad layouts

| Units | Height | Width |
|-------|--------|-------|
| 1 | 85mm | 73mm |
| 2 | 172mm | 148mm |
| 3 | 259mm | 223mm |
| 4 | 346mm | 298mm |
| 5 | 433mm | - |
| 6 | 522mm | - |