

Classified Ad

Advertising Rate Card (July 1, 2007 version)

Western Edition, Canada



MING PAO DAILY NEWS

Classified Advertisement

| SIZE | 1 WEEK | 2 WEEKS | 3 WEEKS | 4 WEEKS |
|---------|--------|---------|---------|---------|
| 1 unit | \$23 | \$39 | \$52 | \$65 |
| 2 units | \$46 | \$78 | \$104 | \$130 |
| 3 units | \$69 | \$117 | \$156 | \$195 |
| 4 units | \$92 | \$156 | \$208 | \$260 |
| 5 units | \$115 | \$195 | \$260 | \$325 |
| 6 units | \$138 | \$234 | \$312 | \$390 |

Remarks:

1. Minimum booking – one week
2. Minimum size – One unit
3. Character count for each unit: **Head Line:** maximum of 5 characters
Content: maximum of 48 characters
Alphabets, numerals and punctuation count as one character.
4. Maximum booking – Four weeks
5. Positioning of ad within each classification is up to the discretion of the publisher.
6. Payment in advance and non-refundable.
7. Booking deadline – 3 pm the day prior to publication.