

Advertising Rates Broadsheet – Weekly Classified Ad

Packages	BW
Weekday Package (3 weekdays)	\$20 per unit
Weekend Package (2 weekdays + Sat + Sun)	\$23 per unit
Weekly Package (7 days)	\$30 per unit
- All packages are in consecutive day basis. - GST is not included in the above rate.	

- **Minimum Size:** 1 unit • **Maximum Size:** 12 units • **Minimum Booking:** 3 consecutive weekdays
- **Character Count for Each Unit:**
 - **Head Line:** Maximum of 6 characters
 - **Content:** Maximum of 45 characters.
 - Each alphabet, number and punctuation is counted as one character
 - Character count applies to the bookings of 1 to 4 units only
- **Classified Sections:**

1. Employment	2. Employment Wanted
3. Rentals & Sales	4. Education & Tuition
5. Services	6. Others

Frequency Discount (within a 12-month period):

- 4 Weeks – 10%
- 13 Weeks – 20%
- 26 Weeks – 30%
- 52 Weeks – 40%
- *One ad copy for each month*

Deadline:

- Booking, e-file :
 - 12 noon of the working day prior to publication date
- Artwork production service:
 - 1 pm

Electronic File Accepted:

- See *Production Specification* for details

Terms and Conditions:

- See back page for details

Unit Size H x W			Dimensions H x W (mm)		
1	x	1	25	x	27
1	x	2	25	x	57
1	x	3	25	x	87
2	x	2	52	x	57
2	x	3	52	x	87
3	x	2	80	x	57
2	x	4	52	x	117
4	x	2	107	x	57
3	x	3	80	x	87
2	x	5	52	x	147
5	x	2	135	x	57
3	x	4	80	x	117
4	x	3	107	x	87

MING PAO NEWSPAPERS (CANADA) LTD.

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MING PAO DAILY NEWS

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Terms and Conditions of Advertising on Broadsheet – Classified Ad

1. All insertion orders are accepted on prepayment basis and non-refundable.
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 frequency discount.
4. Positioning of advertisement within each classification is up to the discretion of the Publisher.
5. Company logo is only accepted for advertisement size 6 units or above.
6. For artwork produced by Ming Pao, photos are not accepted.
7. Any error made by the Publisher should be notified within 2 days for make good insertion. No compensation will be entertained after 2 days.
8. Additional charge will be applied if Advertiser needs to make any change after publication.
9. 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.
10. 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 Daily News, in any way except with the expressed written permission of the Publisher for each such use.
11. 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.
12. The Publisher reserves the right to reject or cancel any advertisement for any reason at any time.