

Guideline For Flyer Insert in Ming Pao Daily News (Toronto)

All flyer inserts are inserted and distributed on a random basis.

Number of Inserts Accepted:

	<u>Minimum</u>	<u>Maximum</u>
Monday - Friday	5,000 copies	20,000 copies
Saturday & Sunday	5,000 copies	25,000 copies

Insertion Cost for Inserts Not Exceeding 10 Pages (A4 size):

- Insert with single advertiser who is our current advertiser: \$0.12 per copy
- Insert with single advertiser who is **NOT** our current advertiser: \$0.20 per copy
- Insert with multi-advertisers: \$0.60 per copy

Surcharge:

- Inserts exceeding 10 pages (A4 size): +\$0.01 for each extra page per copy
- 15% loading charge for targeted areas

Commission:

- All recognized ad agencies will be entitled to a 15% agency commission.

Size Specification:

• **Dimensions**

	Width	Length
Maximum	11"	12"
Minimum	6"	4"

*Width – Measure from the last folded edge

• **Pages & Weight**

	Newsprint	Text Paper	Glossy Paper
No. of Sheets (Folded)	Min. of 4 Max. of 8	Min. of 1** Max. of 32	Min. of 1** Max. of 32
Minimum Paper Weight*	45 gsm	60 lb (Not applicable to single sheet)	

*Weight – Must be even

**** Single Sheet Flyer Insert:**

1. Single sheet paper weighs 70lb or below must be folded.
2. Folding Service Charge–Ming Pao can provide folding service for single sheet flyers with a surcharge of \$0.01/ copy (NET) or minimum charge of \$100 (NET).
3. Please ensure after-folded sheet must meet paper dimensions requirement mentioned above.
4. If requesting folding service, the single sheet flyer shipment must be delivered to Ming Pao’s Administration Department at least 4 working days prior to insertion date.

Packing, Delivery & Content:

- All flyers must be produced and packed in good order to ensure the insertion 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 Administration Department at least 3 working days prior to insertion date. Administration Department can be contacted at 416-321-0088 ext. 298.
- At least 40 flyer copies are required for test run one week 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.

Note: The above details are subject to change at Ming Pao’s discretion without further notice.

Effective: January 1, 2018



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