

Ad Size	B&W	4 - Colour	Dimensions H x W (mm)
Special Position (Artpaper)			
Front Cover	/	\$1,800	Trimmed: 227 x 241 Bleed: 230 x 247 Non-Bleed: 221 x 231
Outside Back Cover	/	\$1,100	Trimmed: 305 x 241 Bleed: 311 x 247 Non-Bleed: 285 x 221
Inside Front Cover		\$1,000	
Inside Back Cover		\$900	
Front Page Bottom Banner*	/	\$850	Trimmed: 80 x 231 Bleed: 88 x 247
Ear-Lug*(Newsprint)	\$70	\$100	63 x 72
*Minimum booking of Front Page Bottom Banner and Ear-Lug is 4 insertions. Only consecutive or alternative weekly insertion is acceptable.			
ROP (Newsprint)			
Double Page Spread	\$1,050	\$1,700	Trimmed: 305 x 482 Bleed: 311 x 488 Non-Bleed: 285 x 462
Full Page	\$500	\$800	Trimmed: 305 x 241 Bleed: 311 x 247 Non-Bleed: 285 x 221
½ Page Horizontal	\$260	\$420	141 x 221
½ Page Vertical	\$260	\$420	285 x 109
¼ Page Horizontal	\$140	\$300	69 x 221
¼ Page Vertical	\$140	\$300	141 x 109
1/8 Page Horizontal	\$75	\$160	69 x 109
1/8 Page Vertical	\$75	\$160	141 x 53
1/16 Page	\$40	\$80	69 x 53

Distribution: Free distribution with Ming Pao Daily News on every Thursday
Binding: Saddle stitched

Surcharge:

Fixed Position : + 15%
Advertorial Ad : + 15%

Commission:

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

Deadline:

Booking service: Every Friday prior to publication date

E- File:

Artpaper – Every Monday prior to publication date
ROP – Every Tuesday prior to publication date

Electronic File Accepted:

See Production Specification for details

Terms and Conditions:

See next page for details



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

Effective: Jan 1, 2017

