

世界周刊 廣告刊價表

World Journal Sunday Weekly Advertising Rate Card

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版位 Positions	單位數 Units		尺寸 SIZES		刊價 RATES		
			Units Size (WxH)	Dimensions	黑白 B/W	套紅 B.R.	彩色 4C
內頁 Inside Page	1/12 Page	9	3 x 3	3.08" x 2.54"	32.4	43.2	54
	1/6 Page	18	6 x 3	6.26" x 2.54"	64.8	86.4	108
	1/6 Page	18	3 x 6	3.08" x 5.18"	64.8	86.4	108
	1/4 Page	27	9 x 3	9.44" x 2.54"	97.2	129.6	162
	1/4 Page	27	4.5 x 6	4.67" x 5.18"	97.2	129.6	162
	Half Page	54	9 x 6	9.44" x 5.18"	194.4	259.2	324
	Full Page	108	9 x 12	9.44" x 10.46"	388.8	518.4	648
封面裡 Inside Front	Full Page	108	9 x 12	9.44" x 10.46"	N/A	N/A	702
封底 Back Cover	Full Page	108	9 x 12	9.44" x 10.46"	N/A	N/A	810
封底裡 Inside Back	Full Page	108	9 x 12	9.44" x 10.46"	N/A	N/A	648
目錄頁 Index Banner	1/4 Page	27	9 x 3	9.44" x 2.54"	N/A	189	236.25

備註：

- 上述價格皆須另計12% H.S.T。
- 指定頁次版位須加收20%費用。
- 次數折扣：(1) 連續刊登4次：10% Off。
(2) 連續刊登13次：20% Off。
(3) 連續刊登26次：30% Off。
(4) 連續刊登52次：50% Off。
- 廣告刊登訂位期限：每週二。

Remarks:

- 12% H.S.T. is not included in the above rates.
- 20% surcharge for other specified positions.
- Volume discount for 4 consecutive insertions, 10% Off.
- Volume discount for 13 consecutive insertions, 20% Off.
- Volume discount for 26 consecutive insertions, 30% Off.
- Volume discount for 52 consecutive insertions, 50% Off.
- Booking Deadline: Tuesday.

Technical & other information:

- Support applications: Illustrator CS2/InDesign CS2/Photoshop CS2/Acrobat 5
- Support file format: Tif(Tiff)/Jpg(Jpeg)/EPS/PDF
- File compression: ZIP/RAR
- Fonts: Please convert all fonts to path
- Storage media: CD-ROM, DVD-ROM, USB Drive
- Email: art@worldjournal.bc.ca (Artwork)

Effective July 1, 2010