



W.J.TorontoChineseNews 周報 Advertising Rate Card

Front Page

Position	Size (W x H)	4 C	B&R
Full Page	11.30" x 18.60" (12U x 19U)	\$3,000	\$2,550
3/4 Page	11.30" x 12.50" (12U x 13U)	\$2,098	\$1,783.30
1/2 Page (Upper)	11.30" x 8.46" (12U x 9U)	\$1,798	\$1,528.30
1/4 Page (Lower)	11.30" x 3.98" (12U x 4U)	\$612	\$520.20
Horizontal Banner (Lower)	11.30" x 6.02" (12U x 6U)	\$918	\$780.30
Banner (Beside Masthead)	2.75" x 1.49"	\$100	\$85

Inside Page

Position	Size (W x H)	4 C	B&W
Full Page	11.30" x 20.30" (12U x 20U)	\$1,320	\$1,008
Max. Junior	8.45" x 14.18" (9U x 14U)	\$1,100	\$880
Min. Junior	8.45" x 12.14" (9U x 12U)	\$800	\$640
1/2 Page	11.30" x 10.10" (12U x 10U)	\$660	\$504
1/4 Page (Vertical)	5.60" x 10.10" (6U x 10U)	\$330	\$252
1/4 Page (Horizontal)	11.30" x 5.00" (12U x 5U)	\$330	\$252
1/8 Page	5.60" x 5.00" (6U x 5U)	\$165	\$126
24 Units	5.60" x 3.98" (6U x 4U)	\$132	\$100.80
12 Units (Vertical)	2.75" x 3.98" (3U x 4U)	\$66	\$50.40
12 Units (Horizontal)	5.60" x 1.94" (6U x 2U)	\$66	\$50.40
6 Units	2.75" x 1.94" (3U x 2U)	\$33	\$25.20

LONG TERM DISCOUNT

4 Consecutive Issues 5% Off 13 Consecutive Issues 10% Off
 26 Consecutive Issues 15% Off 52 Consecutive Issues 20% Off

*Not applicable to front page & odd size(s) insertions

NOTES

1. Free distribution on every Friday.
2. Early termination of any contract is subjected to applicable short-term rate charge recalculation.
3. Fixed position premium for inside pages at 25%.
4. Booking deadline: 7 working days prior to publishing date.
5. Material deadline: 6 working days prior to publishing date.
6. Rates are subjected to change without prior notice.
7. Other terms & conditions listed on back of Advertising Contract.