

WJ Vancouver Chinese News Advertising Rate Card


World Journal

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Front Page

Effective June 14, 2011



Section	Category	Units Size / Dimensions (W x H)	Rates	
			4C	B/R
A	Full Page	12 x 19 (11.3"x18.5")	3,192	2,736
	3/4 Page	12 x 13 (11.3"x12.5")	2,184	1,872
	Half Page	12 x 10 (11.3"x10.1")	1,680	1,440
	1/4 Page	12 x 5 (11.3"x 5.0")	840	720
	Beside Logo	3 x 2 (2.75"x1.49")	300	240
	Beside News	3 x 2 (2.75"x1.94")	240	192
B, C	Full Page	12 x 20 (11.3"x20.3")	1,920	1,800
	Half Page	12 x 10 (11.3"x10.1")	960	900
	1/4 Page	12 x 5 (11.3"x 5.0")	480	450
	1/8 Page	6 x 5 (5.6"x 5.0")	240	225
	1/16 Page	6 x 2.5 (5.6"x 2.45")	120	112.5

Inside Page

Section	Category	Units Size / Dimensions (W x H)	Rates		
			4C	B/R	B/W
A	Full Page	12 x 20 (11.3"x20.3")	1,680	1,440	1,320
	Junior Page	9 x 14 (8.45"x14.18")	1,058.4	907.2	831.6
	Half Page	12 x 10 (11.3"x10.1")	840	720	660
	1/4 Page	12 x 5 (11.3"x5.0")	420	360	330
	1/8 Page	6 x 5 (5.6"x5.0")	210	180	165
B, C	Full Page	12 x 20 (11.3"x20.3")	1,320	1,200	1,080
	Junior Page	9 x 14 (8.45"x14.18")	831.6	756	680.4
	Half Page	12 x 10 (11.3"x10.1")	660	600	540
	1/4 Page	12 x 5 (11.3"x 5.0")	330	300	270
	1/8 Page	6 x 5 (5.6"x5.0")	165	150	135
	1/16 Page	3 x 5 (2.75"x5.0")	82.5	75	67.5
	1/32 Page	3 x 2.5 (2.75"x2.45")	41.25	37.5	33.75
Inserts		\$ 0.15 / copy (Max. 24 pages / 0.3cm thickness) , Min. 5,000 copies ◦			

- Remarks :
1. Tax will be applied to the above rates.
 2. Free distribution on every Friday.
 3. Booking deadline: 5 working days prior to insertion date.
 4. Material submission deadline: 4 working days prior to insertion date.
 5. Rates are subject to change without prior notice.
 6. Other terms & conditions listed on back of Advertising Agreement.

