



商業廣告刊價表

Display Advertising Rate Card

Effective February 3, 2010 開始生效

7755 Warden Avenue, Unit 9
Markham, ON. Canada L3R 0N3
TEL:(416)778-0888 FAX:(416)778-1037
www.worldjournal.com

Your Account Executive:

竭誠為您服務

World Journal (Toronto)

DISPLAY ADVERTISING RATE CARD

SPOT INSERTION RATE, MON~SUN*

A Section Front Page

Effective February 3, 2010

Position	Pg	inch	4C	B/R
Full Page	A1	11.30 x 18.60"	\$3,998	\$3,198.40
3/4 Page	A1	11.30 x 12.50"	\$2,798	\$2,238.40
1/2 Page (Upper)	A1	11.30 x 8.46"	\$2,298	\$1,838.40
1/4 Page (Lower)	A1	11.30 x 3.98"	\$816	\$652.80
1/4 Page (Lower)*	A1	11.30 x 3.98"	\$500	\$400
Horizontal Banner (Lower)	A1	11.30 x 6.02"	\$1,224	\$979.20

☆ Available when Upper 1/2 Page position is sold

INSIDE PAGE

Position	inch Size (W x H)	A Section		R.O.P.	
		4C	B/W	4C	B/W
Full Page (240U)	11.30 x 20.30"	\$3,240	\$1,800	\$2,712	\$1,512
Max. Junior (126U)	8.45 x 14.18"	\$2,203.20	\$1,231.20	\$1,836	\$1,026
Min. Junior (108U)	8.45 x 12.14"	\$1,836	\$1,026	\$1,530	\$855
1/2 Page (120U)	11.30 x 10.10"	\$1,620	\$900	\$1,356	\$756
1/4 Page (60U)	5.60 x 10.10"	\$810	\$450	\$678	\$378
1/8 Page (30U)	5.60 x 5.00"	\$405	\$225	\$339	\$189
24 Units	5.60 x 3.98"	\$324	\$180	\$271.20	\$151.20

※ All rates before applicable taxes.

SPOT RATE FREQUENCY DISCOUNT*

Frequency	Rate	Remark
One insertion	Regular	—
Two insertions	20% off	All within 8 days
Three insertions	30% off	All within 15 days
Four insertions +	40% off	All within 30 days

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

World Journal (Toronto)

DISPLAY ADVERTISING RATE CARD

MONTHLY PACKAGE (30 CONSECUTIVE INSERTIONS)

INSIDE PAGE

Effective February 3, 2010

Position	Inch Size(W x H)	A Section		R.O.P	
		4C	B/W	4C	B/W
Full Page (240U)	11.30" x 20.30"	\$22,080	\$12,624	\$15,168	\$8,688
Max. Junior (126U)	8.45" x 14.18"	\$17,736	\$10,222 ⁸⁰	\$14,780	\$8,519
Min. Junior (108U)	8.45" x 12.14"	\$14,780 ⁴⁰	\$8,520	\$12,317	\$7,100
1/2 Page (120U)	11.30" x 10.10"	\$11,040	\$6,312	\$7,584	\$4,344
1/4 Page (60U)	5.60" x 10.10"	\$5,520	\$3,156	\$3,792	\$2,172
1/8 Page (30U)	5.60" x 5.00"	\$2,760	\$1,578	\$1,896	\$1,086
24 Units	5.60" x 3.98"	\$2,208	\$1,262 ⁴⁰	\$1,516 ⁸⁰	\$868 ⁸⁰
12 Units (Vertical)	2.75" x 3.98"	\$1,104	\$631 ²⁰	\$758 ⁴⁰	\$434 ⁴⁰
12 Units (Horizontal)	5.60" x 1.94"	\$1,104	\$631 ²⁰	\$758 ⁴⁰	\$434 ⁴⁰
6 Units	2.75" x 1.94"	\$552	\$315 ⁶⁰	\$379 ²⁰	\$217 ²⁰

Extra Services	Loading
Specifying Any Section	+20%
Specifying Any Page	+30%

MONTHLY PACKAGE - DURATION DISCOUNT

Insertion Term	Discount
3 months	10% off
6 months	15% off
12 months	20% off

MONTHLY PACKAGE - PREPAYMENT DISCOUNT

Insertion Term	Discount
3 months	10% off
6 months	15% off
12 months	20% off

Remark : Any early termination of long-term agreements and/or failure to meet prepayment terms will be subject to recalculations of rates.

Discounts are not applicable to spot insertion ad.

World Journal (Toronto)

Multiple Spots Insertion Special Rates

15 Insertions / 30 Days

INSIDE PAGE

Effective February 3, 2010

Position	inch Size (W x H)	A Section		R.O.P.	
		4C	B/W	4C	B/W
Full Page (240U)	11.30 x 20.30"	\$15,456	\$7,574.40	\$10,617.60	\$5,212.80
Max Junior (126U)	8.45 x 14.18"	\$12,415.20	\$6,133.68	\$10,346	\$5,111.40
Min Junior (108U)	8.45 x 12.14"	\$10,346.28	\$5,112	\$8,621.90	\$4,260
1/2 Page (120U)	11.30 x 10.10"	\$7,728	\$3,787.20	\$5,308.80	\$2,606.40
1/4 Page (60U)	5.60 x 10.10"	\$3,864	\$1,893.60	\$2,654.40	\$1,303.20
1/8 Page (30U)	5.60 x 5.00"	\$1,932	\$946.80	\$1,327.20	\$651.60
24 Units	5.60 x 3.98"	\$1,545.60	\$757.44	\$1,061.76	\$521.28

7 Insertions / 30 Days*

INSIDE PAGE

Position	inch Size (W x H)	A Section		R.O.P.	
		4C	B/W	4C	B/W
Full Page (240U)	11.30" x 20.30"	\$10,819.20	\$4,544.64	\$7,432.32	\$3,127.68
Max Junior (126U)	8.45" x 14.18"	\$8,690.64	\$3,680.21	\$7,242.20	\$3,066.84
Min Junior (108U)	8.45" x 12.14"	\$7,242.40	\$3,067.20	\$6,035.33	\$2,556
1/2 Page (120U)	11.30" x 10.10"	\$5,409.60	\$2,272.32	\$3,716.16	\$1,563.84
1/4 Page (60U)	5.60" x 10.10"	\$2,704.80	\$1,136.16	\$1,858.08	\$781.92
1/8 Page (30U)	5.60" x 5.00"	\$1,352.40	\$568.08	\$929.04	\$390.96
24 Units	5.60" x 3.98"	\$1,081.92	\$454.64	\$743.23	\$312.77

Any early termination of contracted agreement will be subjected to recalculation of rates.

World Journal (Toronto)

DISPLAY ADVERTISING RATE CARD

SPECIAL POSITIONS

Effective February 3, 2010

Pg	Type	inch Size (W x H)	4C		B/W	
	Insertion		Spot	Monthly	Spot	Monthly
A1	Beside Masthead Top Banner (6U)	2.75" x 1.49"	\$80/day, minimum 8 issues			
A	Side Bar (9U)	1.80" x 4.49"	—	—	\$75 ⁶⁰	\$399 ⁶⁰
	Horizontal Banner (72U)	11.30" x 6.02"	—	—	\$540	\$3,787 ²⁰
	1/2 Horizontal Banner (36U)	5.60" x 6.02"	—	—	\$270	\$1,893 ⁶⁰
B	Top Banner (8U) Mon. to Sat.	3.70" x 1.75"	\$96	\$640	—	—
B	Side Bar (9U) Mon. to Sat.	1.80" x 4.49"	\$81	\$576	\$63	\$333
C	Top Banner (8U)	3.70" x 1.75"	\$96	\$640	—	—
C	Side Bar (15U)	2.75" x 5.00"	\$135	\$960	\$105	\$555

Note:

*Booking Deadlines:

ROP: 2 working days prior.
Front page: 3 working days prior.

*Material Deadlines:

General material: 3 working days prior.
Electronic material: 2 working days prior.

*All transactions are on C.O.D. basis.

*Rates are subjected to change without prior notice.

*Pre-emption(Priority) rules in effect on all display advertisements.

*Further rates available on various planned or ad-hoc special supplements.

*This Rate Card is for promotional and reference usage only, please refer to the Ad Contract for more terms and conditions.

Mechanical Data:

*Colour Screen Specification: newsprint-100 lines, supplements of magazine grade-150 lines.

*Electronic Material: PC format (EPS, JPEG or TIFF file; adjust to CMYK); via Internet, diskette or optical.

*Please call for artwork production dimensional specifications.

*Please call for electronic material transmission.

*E-mail address: production@worldjournal.net.

*FTP: ftp.worldjournal.net.

username: wjt

password: wj0888

養生美容 廣告刊價表

REGIMEN & BEAUTY ADVERTISING RATE

顏色 COLOUR	版位 POSITION	尺寸 SIZE 英寸 (W X H) Inches	一期定價 Cost Per Issue	
彩色 FULL COLOUR	封面 FRONT COVER	9.44" X 4.30" (9Ux5U) Horizontal Banner (Lower)	\$500	
	封底 BACK COVER	9.44" X 10.46" (9Ux12U)	\$580	
	封面裡 INSIDE FRONT COVER	9.44" x 10.46" (9Ux12U)	\$400	
	封底裡 INSIDE BACK COVER	9.44" x 10.46" (9Ux12U)	\$360	
	內頁 INSIDE PAGES	全版 Full Page	9.44" x 10.46" (9Ux12U)	\$270
		半版 1/2 Page	9.44" x 5.18" (9Ux6U)	\$195
1/4 版 1/4 Page		4.67" x 5.18" (4.5Ux6U)	\$120	
黑白 BLACK & WHITE	內頁 INSIDE PAGES	全版 Full Page	9.44" x 10.46" (9Ux12U)	\$195
		半版 1/2 Page	9.44" x 5.18" (9Ux6U)	\$120
		1/4 版 1/4 Page	4.67" x 5.18" (4.5Ux6U)	\$75

LONG TERM DISCOUNT

* 4 Consecutive Issues 15% Off *8 Consecutive Issues 20% Off *12 Consecutive Issues 25% Off
* 26 Consecutive Issues 30% Off *52 Consecutive Issues 35% Off

NOTES

1. Distributed free of charge with Saturday World Journal.
2. Free distribution on every Sunday.
3. Early termination of any contract is subjected to applicable short-term rate charge recalculation.
4. Fixed position premium for inside pages at 20%.
5. Booking deadline: Preceding Tuesday by 12:00 noon prior to publication
6. Material deadline: Preceding Tuesday by 3:00 p.m. prior to publication
7. Other terms & conditions listed on back of Advertising Contract.

世界週刊廣告刊價表

World Journal Magazine Advertising Rate

顏色 COLOUR	版位 POSITION	尺寸 SIZE 英寸 (W X H) Inches	一期定價 Cost Per Issue	
彩色 FULL COLOUR	封面 FRONT COVER	9.44" X 4.30" (9Ux5U) Horizontal Banner (Lower)	\$500	
	封底 BACK COVER	9.44" X 10.46" (9Ux12U)	\$580	
	封面裡 INSIDE FRONT COVER	9.44" x 10.46" (9Ux12U)	\$400	
	封底裡 INSIDE BACK COVER	9.44" x 10.46" (9Ux12U)	\$360	
	內頁 INSIDE PAGES	全版 Full Page	9.44" x 10.46" (9Ux12U)	\$270
		半版 1 / 2 Page	9.44" x 5.18" (9Ux6U)	\$195
1/4 版 1 / 4 Page		4.67" x 5.18" (4.5Ux6U)	\$120	
黑白 BLACK & WHITE	內頁 INSIDE PAGES	全版 Full Page	9.44" x 10.46" (9Ux12U)	\$195
		半版 1 / 2 Page	9.44" x 5.18" (9Ux6U)	\$120
		1/4 版 1 / 4 Page	4.67" x 5.18" (4.5Ux6U)	\$75

LONG TERM DISCOUNT

* 4 Consecutive Issues 15% Off *8 Consecutive Issues 20% Off *12 Consecutive Issues 25% Off
 * 26 Consecutive Issues 30% Off *52 Consecutive Issues 35% Off

NOTES

1. Distributed free of charge with Sunday World Journal.
2. Early termination of any contract is subjected to applicable short-term rate charge recalculation.
3. Fixed position premium for inside pages at 20%.
4. Booking deadline: Preceding Tuesday by 12:00 noon prior to publication
5. Material deadline: Preceding Tuesday by 3:00 p.m. prior to publication
6. Other terms & conditions listed on back of Advertising Contract.