

DISPLAY

| | Mon – Wed | Thur – Sun |
|--|----------------|----------------|
| Base Rate | \$15.95 p.c.cm | \$17.76 p.c.cm |
| Joint rate with Lianhe Zaobao* | \$11.96 p.c.cm | \$13.32 p.c.cm |
| Triple Joint rate with Lianhe Zaobao & Shin Min*.... | \$10.37 p.c.cm | \$11.54 p.c.cm |

* Not applicable for front page

Colour Surcharge

| | Mon – Wed | Thur – Sun |
|---------------------|-----------|------------|
| 1 spot colour | \$ 1,000 | \$ 1,200 |
| 2 spot colour | \$ 1,200 | \$ 1,800 |
| Full colour | \$ 3,000 | \$ 4,000 |

Premium Pages

| | |
|--|-----|
| Front Page (maximum 27cm x 8col) | 50% |
| Pages 2, 3 and 5 | 10% |
| News page | 10% |
| Centrespread | 5% |
| Back page | 20% |
| Enews | 10% |
| Fukan | 10% |

Specified Positions/Creative Buys

| | |
|---|------------------------|
| Specified page/section (if available) | + 10% |
| Specified position within a page* | + 25% |
| Odd shape | + 25% |
| Odd size | + 25% |
| Solus position | 60% of the page cost** |
| Creative buys*** | 70% of the page cost** |

* Specified top left/right position need not be on the extreme top of page.

** Maximum 50% of full page ad volume

*** Applicable to colour advertisements only

+ In addition to the basic premium

Fixed Rates

| | Mon – Wed | Thur – Sun |
|---------------------------------------|-----------|------------|
| Frontpage Ear space: (2C/FC) | \$ 300.00 | \$ 400.00 |
| Backpage Ear space: (2C/FC) | \$ 283.00 | \$ 345.00 |

CLASSIFIED

| | Mon – Wed | Thur – Sun |
|---------------------------------|-------------------|-------------------|
| RUN-ON | \$ 5.50 per line | \$ 5.50 per line |
| | \$ 4.50 per line* | \$ 4.50 per line* |
| SEMI-DISPLAY | \$12.76 p.c.cm | \$ 14.20 p.c.cm |
| | \$ 9.57 p.c.cm* | \$ 10.65 p.c.cm* |
| DISPLAY CLASSIFIED | \$12.76 p.c.cm | \$ 14.20 p.c.cm |
| | \$ 9.57 p.c.cm* | \$ 10.65 p.c.cm* |

RUN-ON

Minimum 3 lines. 9-point type size, Text set continuously.

SEMI-DISPLAY

Minimum 3cm. 9 or 14-point type size, paragraphing, indentation. Single col only.

DISPLAY CLASSIFIED

Minimum 3 col cm. For multi cols, minimum depth is 4cm. Use of logo, border, screening, reverse print, picture.

3-MONTH CONTRACT DISCOUNT

| | |
|----------------------|-----|
| 13 – 25 ads | 10% |
| 26 – 51 ads | 15% |
| 52 ads & above | 20% |

* Joint rate with Lianhe Zaobao

Greetings

| | Mon – Wed | Thur – Sun |
|--------------------------|-----------------|-----------------|
| Minimum 5cm x 2col | \$12.76 p.c.cm | \$14.20 p.c.cm |
| 10col format | \$ 9.57 p.c.cm* | \$10.65 p.c.cm* |

(Copy must be written from left to right horizontally)

Obituaries

| | Mon – Wed | Thur – Sun |
|--------------------------|-----------------|-----------------|
| Minimum 5cm x 2col | \$15.00 p.c.cm | \$15.00 p.c.cm |
| 10col format..... | \$11.25 p.c.cm* | \$11.25 p.c.cm* |

(Copy must be written from left to right horizontally)

* Joint rate with Lianhe Zaobao

Recruitment

| | Mon – Wed | Thur – Sun |
|--------------------|-----------------|-----------------|
| 10col format | \$15.50 p.c.cm | \$17.36 p.c.cm |
| | \$11.63 p.c.cm* | \$13.02 p.c.cm* |
| 8col format | \$21.37 p.c.cm | \$23.88 p.c.cm |
| | \$16.03 p.c.cm* | \$17.91 p.c.cm* |

CLASSIFIED JOBS Refer to Classified
(within Classified Section)

* Joint rate with Lianhe Zaobao

Notices

| | Mon – Wed | Thur – Sun |
|---|-----------------|-----------------|
| Notices Section Section (8col format)..... | \$19.40 p.c.cm | \$21.68 p.c.cm |
| | \$14.55 p.c.cm* | \$16.26 p.c.cm* |
| Out of Notices Section** (8 col format) | \$21.37 p.c.cm | \$23.88 p.c.cm |
| | \$16.03 p.c.cm* | \$17.91 p.c.cm* |

* Joint rate with Lianhe Zaobao

** Applicable premium applied to preferred pages

• "Premium Pages" outside Recruit & Notices Sections: Follow that of Display ads