

DISPLAY

	Mon - Wed	Thur - Sun
Base Rate (With effect 1st March 2011).....	\$14.20 p.c.cm	\$16.57 p.c.cm
Joint rate with Lianhe Zaobao*	\$10.65 p.c.cm	\$12.43 p.c.cm
Triple Joint rate with.....	\$ 9.23 p.c.cm	\$10.77 p.c.cm
Lianhe Zaobao & Lianhe WanBao*		

* 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%
Page 2, 3 and 5	10%
News page	10%
Centrespread	5%
Back page	20%
Fukan	10%
Entertainment	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 premiums

Fixed Rates

	Mon - Wed	Thur - Sun
Frontpage Ear space:		
(B/W)	\$ 196.00	\$ 311.00
(2/C)	\$ 490.00	\$ 775.00
(F/C)	\$ 815.00	\$ 1,290.00
Backpage Ear space:		
(B/W)	\$ 188.00	\$ 260.00
(2/C)	\$ 470.00	\$ 646.00
(F/C)	\$ 814.00	\$ 1,290.00

CLASSIFIED

	Mon - Wed	Thur - Sun
RUN-ON	\$ 5.00 per line	\$ 5.00 per line
	\$ 4.00 per line*	\$ 4.00 per line*
SEMI-DISPLAY	\$10.56 p.c.m	\$ 12.46 p.c.m
	\$ 7.92 p.c.m*	\$ 9.35 p.c.m*
DISPLAY CLASSIFIED	\$10.56 p.c.m	\$ 12.46 p.c.m
	\$ 7.92 p.c.m*	\$ 9.35 p.c.m*

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	\$10.56 p.c.cm	\$12.46 p.c.cm
10col format	\$ 7.92 p.c.cm*	\$ 9.35 p.c.cm*

(Copy must be written from left to right horizontally)

Obituaries

	Mon - Wed	Thur - Sun
Minimum 5cm x 2col	\$14.00 p.c.cm	\$14.00 p.c.cm
10col format	\$10.50 p.c.cm*	\$10.50 p.c.cm*

(Copy must be written from left to right horizontally)

* Joint rate with Lianhe Zaobao

Recruitment

	Mon - Wed	Thur - Sun
10col format	\$12.83 p.c.cm	\$15.22 p.c.cm
	\$ 9.62 p.c.cm*	\$11.42 p.c.cm*
8col format	\$17.69 p.c.cm	\$20.95 p.c.cm
	\$13.27 p.c.cm*	\$15.71 p.c.cm*

CLASSIFIED JOBS (within Classified Section) Refer to Classified

* Joint rate with Lianhe Zaobao

Notices

	Mon - Wed	Thur - Sun
Notices Section (8col format)	\$16.05 p.c.cm	\$19.02 p.c.cm
	\$12.04 p.c.cm*	\$14.27 p.c.cm*
Out of Notices Section (8col format)	\$17.69 p.c.cm	\$20.95 p.c.cm
	\$13.27 p.c.cm*	\$15.71 p.c.cm*

* Joint rate with Lianhe Zaobao

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



DISPLAY

Base Rate	\$ 9.00 p.c.cm
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Premium

Front Page (8cm x 6col) (only applicable for Thumbs Up).....	15%
Back Page	10%
Centrespread	10%

Colour Surcharge

1 spot colour	\$ 300.00
2 spot colour	\$ 500.00
Full colour	\$ 700.00