2023

世界日報 World Journal

- Newspaper Rate Card -

Washington DC (MD/VA/DC) Edition

Front Cover A1

Front Cover A1	
6P (4C) 11.3”W x 6”H	Half Page (4C) 11.3”W x 10.1”H
Weekday (Mon. – Thurs.) *Rates Are For One Day* / All Rates Are Net.	
$468 / DAY	$780 / DAY
Weekend (Fri. – Sun.) *Rates Are For One Day* / All Rates Are Net.	
$ 540/ DAY	$900 / DAY

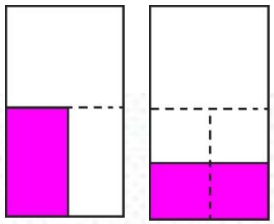
Full Page

Full Page (11.3”W x 20.3”H)			
4C		B/W	
A Section	Run With Paper	Run With News	Run With Paper
Weekday (Mon. – Thurs.) *Rates Are For One Day* / All Rates Are Net.			
$1,440 / DAY	$1,200 / DAY	$ 900 / DAY	$840 / DAY
Weekend (Fri. – Sun.) *Rates Are For One Day* / All Rates Are Net.			
$1,728 / DAY	$ 1,440 / DAY	$1,080 / DAY	$1,008 / DAY

Half Page

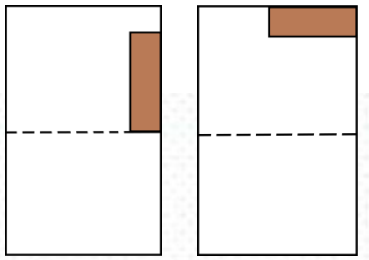
Half Page (11.3”W x 10.1”H)			
4C		B/W	
Run With News / A Section	Run With Paper	Run With News	Run With Paper
Weekday (Mon. – Thurs.) *Rates Are For One Day* / All Rates Are Net.			
$720 / DAY	$600 / DAY	$450 / DAY	$420 / DAY
Weekend (Fri. – Sun.) *Rates Are For One Day* / All Rates Are Net.			
$864 / DAY	$720 / DAY	$540 / DAY	$504 / DAY

¼ Page / 5P



Quarter Page (¼: 5.6”W x 10.1”H) or (5P: 11.3”W x 5”H)			
4C		B/W	
Run With News / A Section	Run With Paper	Run With News	Run With Paper
Weekday (Mon. – Thurs.) *Rates Are For One Day* / All Rates Are Net.			
$360 / DAY	$300 / DAY	$225 / DAY	$210 / DAY
Weekend (Fri. – Sun.) *Rates Are For One Day* / All Rates Are Net.			
$432 / DAY	$360 / DAY	$270 / DAY	$252 / DAY

Special Size - Banner



Banner	
Vertical 豎版 4C (1.75”W x 9”H) 彩色	Horizontal 橫版 4C (7.5“W x 1.75”H) 彩色
Weekday (Sun. – Thurs.) *Price Below Is For One Day*	
$90 / DAY	$88 / DAY
Weekend (Fri. – Sat.) *Price Below Is For One Day*	
$99 / DAY	$92.8 / DAY

Vertical

Horizontal

世界日報
World Journal

Rates & Specifications

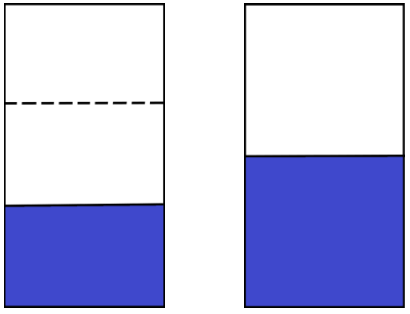
➳Rates

- -Rates are for 2023 only and are subject to change.
- -Artwork and translation fee are not included.
- -All rates are NET.
- -Frequency Discount: Contact your sales representative.

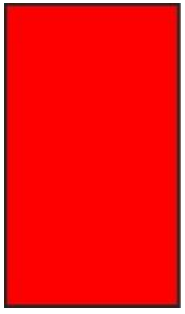
➳ Specifications

- -All file should be at least 300 DPI / Actual size in CMYK format.
- -Final works must be submitted 4 work days prior to the desired publication date.
- -World Journal reserves the right to publish, reject, and omit advertisements.
- -More details, please contact your sales representative.

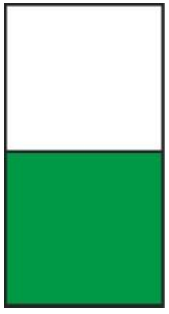
Front Cover A1
11.3”W x 6”H or 11.3”W x 10.1”H



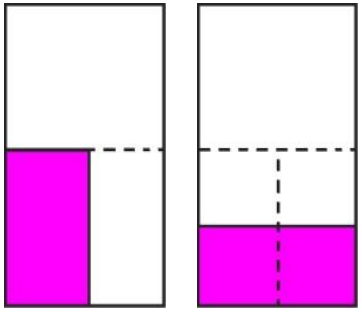
Full Page
11.3”W x 20.3”H



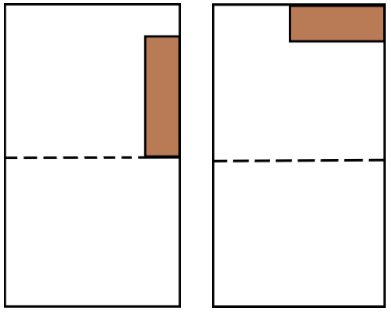
Half Page ½
11.3”W x 10.1”H



Quarter Page ¼ | 5P
5.6”W x 10.1”H or 11.3”W x 5”H



Banner
1.75”W x 9”H or 7.5“W x 1.75”H



Thanks!

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