

# 世界日報美東外埠版廣告刊價表

## East Coast Section A Edition Advertisement Rate Card

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### 商業廣告刊價 Display Ad Rate

版面	刊期	月	一三四	五	廣告呎吋 / Ad Size(W*H):
	Monthly Rate	Monday-Thursdays	Friday-Sunday		
頭版報頭旁(3X2) Front Page Top Banner			\$43.00 /insertion	\$46.00 /insertion	* 全版 Full Page: 11.3" x 20.3" * 半版 Half Page: 5.6" x 20.3" or 11.3" x 10.1" * 1/4版 1/4 Page: 5.6" x 10.1" or 11.3" x 5"
一版新聞下 Front Page (A1)			\$6.50 /unit	\$7.50 /unit	② 次數折扣(4個月)/ Frequency Discounts(in 4 months): 4-7次 9折 / 4-7 insertions - 10% off 8-11次 85折 / 8-11 insertions - 15% off 12-14次 8折 / 12-14 insertions - 20% off 15次或以上 7折 / 15 insertions or above - 30% off
二版新聞下 Inside Front Page (A2)			\$4.50 /unit	\$5.00 /unit	
內頁新聞下 Run with Editorial, B/W			\$3.75 /unit	\$4.50 /unit	③ 長期價廣告預付折扣/ Prepay Discounts (same size, same edition, long-term): 預付3個月95折, 六個月93折, 一年9折/ 5% off for 3 months, 7% off for 6 months, 10% off for 12 months.
彩色廣告 4C ROP	\$53.00/ unit	\$5.00 /unit	\$6.00 /unit		
黑白廣告 B/W ROP	\$31.50/ unit	\$3.50 /unit	\$4.20 /unit		
外頁報頭右 B/C/D Section Top Banner, 4C			\$5.50 /unit	\$5.80 /unit	④ 指定版廣告/Specific Page Ad: 另加20%指定版費/Extra 20% surcharge.
外頁外報頭 Section Side Banner, 4C			\$5.00 /unit	\$5.50 /unit	

### 分類廣告刊價 Classified Ad Rate

3天 / 3 days	\$32.00	① 基本廣告呎吋/ Classified ads size(WxH): 2單位/2 units (1.875" x 0.75" ). ② 分類廣告必須是連續刊登。All classified ads must be run in consecutive days for the entire duration of the package rate, no exceptions. ③ 廣告中途改稿, 每次收費\$10。During the classified ad's run duration, any alterations to ad content will incur a charge of \$10.00. ④ 廣告中途停刊, 恕不退費, 也不保留credit或天數。There is no credit returned to advertiser upon requesting stoppage of ad insertion.
7天 / 7 days	\$55.50	
15天 / 15 days	\$84.00	
1個月 / 1 month	\$121.00	