

Advertising Rates Broadsheet – Earlug Ads

Position (Editorial Content)	Colour	Cost per Weekday Insertion (Mon-Fri)	Cost per Weekend Insertion (Sat-Sun)	Unit Size	Dimensions H x W (mm)
China Main News	4C	\$135	\$150	2 x 4	56 x 83
China News	4C	\$100	\$110	2 x 4	56 x 83
Hong Kong Main News	4C	\$135	\$150	2 x 4	56 x 83
Hong Kong News	4C	\$100	\$110	2 x 4	56 x 83
Community News	BW	\$ 75 (Mon & Tue Only)	-	2 x 4	56 x 83
Finance Main News	4C	\$135	\$150 (Sat Only)	2 x 4	56 x 83
North America Finance News	4C	\$100	\$110 (Sat Only)	2 x 4	56 x 83
HK Finance News	4C	\$120	\$135 (Sat Only)	2 x 4	56 x 83
Entertainment News	4C	\$135	\$150	2 x 4	56 x 83

- **Minimum Booking:** 4 consecutive weeks.
Ad insertions must be on the same day of each week and subject to availability.
- **Commission:** All recognized ad agencies will be entitled to a 15% agency commission.

Deadline:

- Booking:
- 2 working days prior to publication date
- Artwork production service:
- 2 working days prior to publication date
- E - file submission:
- 1 working day by 12 noon

Electronic File Accepted:

- See *Production Specification* for details

Terms and Conditions:

- See back page for details

Note: The above details are subject to change at Ming Pao's discretion without further notice.

As of Jul 1, 2018



Terms and Conditions of Advertising on Broadsheet – Earlug Ads

1. All insertion orders are accepted on prepayment basis unless prior written credit approval is obtained from Ming Pao Daily News (the Publisher).
2. All cancellation requests must be in writing and cancellation after the booking deadline as set out in the applicable rate card will not be accepted.
3. Early termination of any insertion order is subject to charge back on frequency discount.
4. Positioning of advertisement is at the discretion of the Publisher.
5. Artwork amendment or production for Advertising Agency is subject to production fee depending on service requirements.
6. The Publisher reserves the right to insert the word “advertisement” on any advertisement copy. 15% surcharge will apply to advertorial advertisements.
7. If an Advertiser or Advertising Agency fails to submit material on time, the Publisher reserves the right to repeat a previous advertisement of the correct size or run a house advertisement and Advertiser or Advertising Agency will be responsible for full payment.
8. All advertisements are accepted and published entirely upon the representation that the Advertising Agency and Advertisers are authorized to publish the entire contents and subject matter thereof. In consideration of the publication of advertisements, the Advertiser and Advertising Agency will indemnify and render the Publisher harmless from and against any loss or expense arising out of publication of such advertisement, including, without limitation, those resulting from claims or suits for libel, violation of right of privacy or right of publicity, plagiarism or copyright infringement. In consideration of the Publisher’s reviewing for acceptance, or acceptance of, any advertisement for publication, the Advertising Agency and Advertiser agree not to make promotional or merchandising reference to Ming Pao Daily News, in any way except with the expressed written permission of the Publisher for each such use.
9. The Publisher shall not be liable to the Advertiser or Advertising Agency or any other persons for damages or loss resulting directly or indirectly from the advertisement not being published or circulated by the Publisher, its agents, or servant including, without limitations: failure to publish, mistakes, omissions, delays, errors, or defects in colour or print whether or not such damages or loss resulted from a breach of obligations or contract (whether or not such breach is considered to be fundamental), or from negligent tortious or delictual conduct of the Publisher, its servants or agents, or any other act or omissions which might give rise to any cause of action.
10. The Publisher reserves the right to reject or cancel any advertisement for any reason at any time.

As of Jul 1, 2018



Tel : (416)321-0088 • Fax : (416)321-5377
Website : www.mingpaocanada.com/tor • Email : advert@mingpaotor.com
1355 Huntingwood Drive Scarborough Ontario M1S 3J1

