

Ming Pao Weekly Rate Card No.33

Effective Date : 1st Jan 2012

(I) Advertising Rates [Main Book] :

Full Color Advertisement

Position	Size	Rate (HK\$)
Prime Position		
Back Cover	Full Page	230,000
Inside Front Cover	Full Page	178,000
Inside Front Cover Spread	Double Page Spread	356,000
Facing Inside Front	Junior Page	124,000
1 st Spread after Inside Front	Double Page Spread	330,000
2 nd Spread after Inside Front	Double Page Spread	320,000
3 rd Spread after Inside Front	Double Page Spread	310,000
Inside Back	Full Page	150,000
Inside Back Spread	Double Page Spread	300,000
Facing Index	Full Page	150,000
Center Spread	Double Page Spread	286,000
Front Section - R.O.P.		
<i>(Artpaper)</i>	Full Page	130,000
	Junior Page	80,000
	Half Page (V/H)	65,000
	Quarter Page	50,000
Before Centre Section		
<i>(Mechanical Artpaper)</i>	Full Page	118,800
	Half Page (V/H)	60,000
	Quarter Page	45,000
Back Section - R.O.P.		
<i>(Artpaper & Mechanical Artpaper)</i>	Full Page	95,000
	Junior Page*	68,000
	Half Page (V/H)	55,000
	Quarter Page	40,000
*Applicable to Artpaper only		

(II) Advertising Rates : **MPW** (Lifestyle Book)

Full Color Advertisement

Position	Size	Rates (HK\$)
Prime Position		
Back Cover	Full Page	190,000
Inside Front Cover	Full Page	143,000
Inside Front Cover Spread	Double Page Spread	286,000
Facing Index	Full Page	120,000
Spread after Inside Front	Double Page Spread	250,000
Facing Partyline	Full Page	118,800
Inside Back	Full Page	110,000
Inside Back Spread	Double Page Spread	220,000
Center Spread	Double Page Spread	218,000
Inside Page - R.O.P.		
<i>(Mechanical Artpaper)</i>	Full Page	82,000
	Junior Page	53,500
	Half Page(V/H)	43,600
	Quarter Page	30,000

Frequency Discount	:	13 - 25 insertions	5%
		26 - 38 insertions	10%
		39 - 51 insertions	15%
		52 + insertions	20%

Advertising Agency Commission	:	15% (Only offer to accredited advertising agency)
Fixed Position Loading	:	+ 30% (Subject to availability)
Advertorial Loading	:	+ 15% (Advertising material should be submitted 14 days prior publication date for MPW's approval)
Special Advertising Format	:	Rates for loose insert, special colour, gate-fold & other non-standard advertising formats are available on special request.
Additional Spot Color	:	+25% each

Mechanical Specifications [Main Book] & [MPW]:

1. Frequency : Weekly (Every Saturday)
2. Booking Deadline : 14 days prior publication date
3. Material Deadline : 10 days prior publication date
4. Materials :

Digital File*

- PDF file
- PHOTOSHOP
- ILLUSTRATOR

Colour Proof

- a) Digital Proof in **ISO 39L Standard** (complies with ISO 12647-7)
- b) Colour proof with proof control "**passed sticker**"
- c) TWO sets of digital proof for *Original Classic size* and *Extra Compact size* are required .
- d) **If the client / agency cannot provide the ISO39L standard and passed sticker, MPW will not be responsible for any colour discrepancy or compensation.**

ISO V2 39L iso12647-7 (8C37B/60)		gmg ^{color}
		9-16-2009 2:57:13 PM
Average	(avg ΔE < 3.0)	0.85 ✓
Maximum	(max ΔE < 8.0)	2.10 ✓
Primary	(max ΔE < 5.0)	1.58 ✓
Substrate	(max ΔE < 3.0)	2.10 ✓
Primary dH	(max ΔH < 2.5)	0.62 ✓
Gray dH	(avg ΔH < 1.5)	0.11 ✓
		passed ✓
dc74a146-3b3c-469b-a7cf-a6b460cc74a		powered by gmgcolor.com

*Digital File requirement

1. Images resolution : 300 dpi
2. Images in CMYK (convert all colours to CMYK are must)
3. All Digital Files must be convert all fonts to outline
4. PDF format :
 - PDF standard: PDF/X-1a
 - File must included :
 - a) Registration Marks
 - b) Crop Marks
 - c) Bleed Marks
 - d) Color Bars
 - e) Page information
5. PHOTOSHOP- CS2.psd / tif / jpg / eps
6. ILLUSTRATOR- CS2.ai

Specification of Ming Pao Weekly		Original Classic Size	Extra Compact Size
Full Page	- Trim Size	H321 x W240	H277 x W207
	- Bleed Size	H331 x W250	H286 x W216
	- Non Bleed Size	H312 x W220	H268 x W190
Double Page Spread	- Trim Size	H321 x W480	H277 x W414
	- Bleed Size	H331 x W490	H286 x W423
	- Non Bleed Size	H312 x W450	H268 x W388
Junior Page	---	H229 x W164	H197 x W142
Half Page	- Vertical	H311 x W110	H268 x W95
	- Horizontal	H148 x W220	H127 x W190
Quarter Page	---	H148 x W110	H127 x W95
	- Vertical	H311 x W55	H268 x W48
	- Horizontal	H76 x W220	H65 x W190
Bleed Margin : 5mm on each side (All text should be within the non-bleed size)			

Material Collection Methods

Email :

- File under 10MB can be delivered by e-mail.
- File size over 10MB, please upload to an FTP Server.

FTP Server :

- ftp://mpwadv:mpwadv@ftp.omghk.com (For Internet Explorer User)
- ftp://ftp.omghk.com
- User ID : mpwadv
- Password : mpwadv

By Hand :

Chai Wan - 15/F., Block A, Ming Pao Industrial Centre, 18 Ka Yip Street, Chai Wan, HK.

Tel : 36053-767 / 36053-766 / 36053-778

Mon to Fri : 9:30 am ~ 7:00 pm ; Sat : 10:00 am ~ 1:00 pm

Causeway Bay - Room 606A, 6/F., Hang Lung Centre, 2-20 Paterson Street, Causeway Bay, HK.

Tel : 2541-8813

Mon to Fri : 10:00 am ~ 6:00 pm ; Sat : 11:00 am ~ 3:00 pm