

I. DISPLAY ADVERTISING

A. INSERTION RATE

Rate applies to ads of minimum size of 26 column units and premium spots (headers, banners and boxes). For smaller ad, see <II. Directory Advertising>.

SECTION		W x H	FRONT COVER COLOR		BACK COVER COLOR	
			Mon. – Thurs.	Fri. – Sun.	Mon. –Thurs.	Fri. – Sun.
A	Full pg	11.75 x 17.8	10,728	12,335		
		11.75 x 20			4,620	5,313
	1/2 pg	11.75 x 10	3,651	4,203	2,310	2,657
	8 unit H	11.75 x 8			1,848	2,124
	6 unit H	11.75 x 6	1,991	2,290	1,386	1,593
	5 unit H	11.75 x 5			1,155	1,327
	4 unit H	11.75 x 4	1,327	1,528	926	1,065
	3 unit H	11.75 x 3	995	1,147	695	796
	2 unit H	11.75 x 2	695	764	463	532
		Wrapper (4 Full Page Spread)		20,000	23,000	
B/C	Full pg	11.75 x 20	4,256	4,893	3,572	4,110
	1/2 pg	11.75 x 10	2,128	2,448	1,786	2,055
	8 unit H	11.75 x 8	1,702	1,957	1,430	1,643
	6 unit H	11.75 x 6	1,277	1,467	1,072	1,233
	5 unit H	11.75 x 5	1,065	1,224	894	1,028
	4 unit H	11.75 x 4	852	979	714	821
	3 unit H	11.75 x 3	639	734	534	617
	2 unit H	11.75 x 2	425	489	358	412
D/E/F	Full pg	11.75 x 20	3,606	4,145	3,215	3,699
	1/2 pg	11.75 x 10	1,802	2,073	1,608	1,849
	8 unit H	11.75 x 8	1,442	1,658	1,286	1,479
	6 unit H	11.75 x 6	1,083	1,243	965	1,110
	5 unit H	11.75 x 5	901	1,036	805	924
	4 unit H	11.75 x 4	721	830	643	739
	3 unit H	11.75 x 3	541	620	483	555
	2 unit H	11.75 x 2	361	414	320	371

Run of Page (ROP)	W x H	BLACK & WHITE		COLOR	
		Mon. – Thurs.	Fri. – Sun.	Mon. –Thurs.	Fri. –Sun.
Full pg	11.75 x 20	2,188	2,516	2,917	3,374
1/2 pg	11.75 x 10	1,094	1,257	1,458	1,686
1/4 pg V	5.875 x 10	548	629	730	845
1/8 pg V	5.875 x 5	273	316	364	422
8 unit H	11.75 x 8	877	1,007	1,167	1,349
6 unit H	11.75 x 6	656	754	876	1,012
5 unit H	11.75 x 5	548	629	730	845
4 unit H	11.75 x 4	438	503	585	675
3 unit H	11.75 x 3	329	377	438	507
2 unit H	11.75 x 2	221	251	292	338

Premium Spots

			COLOR	
			Mon. – Thurs.	Fri. – Sun.
		W x H		
Banner (Vertical)	Sec. B Front Cover	2" x 8"	427	490
	Sec. D Front Cover	2" x 8"	350	404
	Sec. E Front Cover	2.25" x 4.75"	276	317
		2.25" x 9.75"	523	604
Header	Sec. A Front Cover	2.1" x 2.4"	388	446
	Sec. A Front Cover	4.25" x 2.4"	688	791
	Sec. B / C Front Cover	3.5" x 2.25"	254	292
	Sec. D Front Cover	3.5" x 2.25"	191	221
Box	Sec. A Front Cover	3" x 4"	413	476
	Sec. B ROP	3.25" x 3.25"	200	230
		3.25" x 6.5"	357	412
		3.25" x 9.75"	494	567
	Sec. B Back Cover	2.75" x 2.25"	120	138
	Travel Page – Banner Stripe (available Mon, Wed, Fri)	9" x 1"	144	166

Other Feature Page Box/Stripe Ad & Rate: Available upon request.
Other Feature Pages: Food & Dining, Cooking, Health, Lifestyle, Electronics, Beauty & more

Odd Spot Island spot & Odd position: Call for quotation.

B. FREQUENCY DISCOUNT

	SECTIONS A / B / C FRONT & BACK COVERS	ALL OTHER COVERS & INSIDE PAGES
4 times or above in 30 days	5 % off	10% off
8 times or above in 30 days	10% off	20% off
12 times or above in 30 days	15% off	30% off

Number of insertion for **Frequency Discount** of <Section A/B/C Front & Back Covers> and <All other Covers & Inside Pages> cannot be combined.

C. ADDITIONAL CHARGES

Section A Specified Page	50% surcharge
Section A ROP	30% surcharge
Other Section Specified	20% surcharge
Specified Page (except Sec. A)	40% surcharge
Under Editorial Content Specified	20% surcharge
Odd Size	30% surcharge or more
Center Spread	20% surcharge
Advertorial	50% surcharge**
One Additional Edition in Eastern USA	30% surcharge***
All Eastern Edition	60% surcharge***
Artwork / Translation / Chinese Typesetting	See Special Services .

** Content provided by advertiser.

*** Only apply to 1/8 page or larger advertisement.

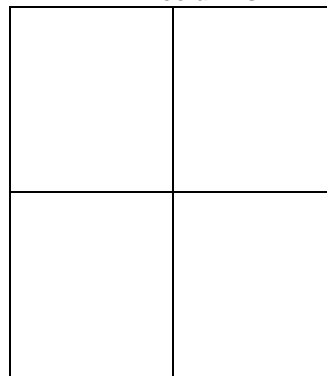
II. DIRECTORY ADVERTISING

Size Column W x H	Unit	Black & White – R.O.P. Rate			Color – R.O.P. Rate
		1 Day (Mon – Sat)	1 Week (Mon – Sat)	1 Month (Mon – Sat)	1 Month (Mon – Sat)
2 x 2	4	-	127	368	517
3 x 2	6	55.5	191	552	775
4 x 2	8	74	254	736	1,034
5 x 2	10	92.5	317	920	1,292
6 x 2	12	111	381	1,104	1,550
8 x 2	16	148	508	1,472	2,067
10 x 2	20	185	636	1,840	2,584
13 x 2	26	240.5	826	2,392	3,359
3 x 4	12	111	381	1,104	1,550
4 x 4	16	148	508	1,472	2,067
5 x 4	20	185	636	1,840	2,584
6 x 4	24	222	762	2,208	3,101
8 x 4	32	296	1,017	2,944	4,134
10 x 4	40	370	1,270	3,680	5,168
13 x 4	52	481	1,651	4,784	6,718
6 x 6	36	333	1,143	3,312	4,651
8 x 6	48	444	1,524	4,416	6,202
10 x 6	60	555	1,906	5,520	7,752
13 x 6	78	721.5	2,477	7,176	10,078

- ◆ B/W Directory Ad unit rate is **\$9.25 per unit per day, \$92 per unit per month.**
- ◆ **Prepaid discount: 5% off for 6-month insertion, 10% off on 12- month insertion.**
- ◆ Minimum of 3x2 column units for single one day insertion.
- ◆ Color Directory requires minimum of one month insertion.
- ◆ Ad rate for Directory ad in other Eastern Editions should refer to individual rate cards. (*Add 60% to New York Tri-state Edition = All Eastern Editions does not apply to Directory ad*)

DIRECTORY AD SIZE RATIO

2 x 2 columns



*Actual ad size may varies 0.05"