

I. General Preprint Guideline

1. Rate shown below is for reference. Exact charge will be quoted on request after sample is received.
2. Insert sample must be submitted at least 10 business days prior to publication day for copy and mechanical acceptability.
3. Minimum order of 10,000 inserts is required.
4. Prepayment in full is required to be made prior to inserting date. No credit will be given to preprint insert advertising.
5. No preprint inserts accepted on Sundays.
6. Preprint inserts are not available to mail or home delivery subscription.
7. All pages which resemble editorial matter must be marked "Advertisement".
8. Preprints cancelled after deadline, arriving early or late, or improperly skidded, folded or trimmed will be charged additional handling and storage costs, based on expenses incurred by the Publisher.
9. All preprint insert contracts/insertion orders are governed by the Publisher's *Advertising Policy / General Terms and Conditions*. The Publisher is not responsible for any printing or preprint costs due to incomplete distribution.
10. In the event of technical problem, Sing Tao Daily has all the rights to cancel or postpone the scheduled insert.

II. Daily Insert Rates (NET RATE)

Single sheet	\$ 120 / M	Up to 24 pages	\$ 270 / M
Up to 4 pages	\$ 140 / M	Up to 36 pages	\$ 330 / M
Up to 8 pages	\$ 165 / M	Up to 48 pages	\$ 380 / M
Up to 12 pages	\$ 190 / M	Up to 64 pages	\$ 430 / M
Up to 16 pages	\$ 210 / M	65 pages or more	to be quoted

III. Mechanical Information

A. Preprint Size

Minimum size accepted: 8 ½" x 5 ½"
Maximum size accepted: 12" x 10 ½"

B. Paper Weight

Single sheet: minimum of 100lbs text stock
Folded 4 pages: approximately 50lbs stock

C. Packing

- Preprints must be in bundles of equal count per bundle. All bundles must be contained in skids. Each skid must carry equal number of bundles.
- Single sheet without fold must have a flag protruding a minimum of 2" from the bundle at each 50 count.

IV. Insertion and Material Delivery

A. Insertion Order

Insertion orders should be faxed to (212)431-1816 at least 5 business days prior to publication date.

B. Material Delivery

All insert material should be delivered to Sing Tao printing house at:

Sing Tao Daily
907-911 Flushing Ave
Brooklyn, NY 11206

All materials should be delivered no sooner than 5 business days and no later than 2 business days prior to publication date.