

I. Artwork

For advertiser's convenience, Sing Tao offers artwork layout service. Creative, design and copy must be provided by advertisers. Advertisers are recommended to consult advertising agencies or designers for professional creative consultation and services. Sing Tao owns the right of all artworks created. Advertisers will be charged a buy-out fee if they want to use the artworks on other publications.

Layout Service*

\$50.00 per hour

* Minimum of half one hour per job.

II. Chinese Typesetting

Production of advertisement that contains copy only (announcement, simple classified, and such) and does not require special graphics or layout will be charged at Chinese Typesetting rate.

Display Advertisement / Advertorial \$20.00 per 500 characters

Classified Advertisement

FREE for the first 100 characters**

\$20.00 per 500 char. Hereafter

** Only ONE free offer per contract. Change content during contract period is subject to additional charge of \$10.

III. Translation

Sing Tao offers English-to-Chinese translation service only. No other language is provided. Price listed does not include back translation. There is a minimum charge of \$20.00 per translation order.

Display Advertisement

\$0.30 per source word

Advertorial

\$0.25 per source word

Classified Advertisement

\$0.15 per source word

IV. Tear Sheet

One tear sheet per insertion (1/8 page and above) will be mailed to advertiser/agency **upon request.** Advertisers/agencies that receive free subscription of Sing Tao, have ad of less than 1/8 page or would like to receive more copies of tear sheet will be subject to additional charge of \$3 per sheet.

Note:

1. All rates are NET and non-commissionable.

2. All rates are subject to change.