



SING TAO WEEKLY

Advertising Rate

EFFECTIVE: JANUARY 1, 2014

A free Sunday supplement with Sing Tao Daily

Sing Tao Weekly comprehends on social and living issues for Chinese who lives in the United States with columns & features that interest those most. Its contents are to better their living standard and the knowledge of their surroundings. Editorials include **finance, immigration, politics, environment, in-depth news topics, culture, entertainment, travel, film & music reviews, new trends & technology, fashion & beauty, video gaming & toys, short fictions, literature and beyond.** What's more? It distributes with the **Sing Tao Daily Eastern USA** every Sunday, which transfer your advertising dollars to reach your potential buyers in **New York Tri-state, Boston, Washington DC, Philadelphia, Chicago, and Ohio.**

A. SINGLE INSERTION RATE

		Width x Height (inch)	Color Ad Rate\$	B/W Ad Rate \$
Cover	Full Page (bleed, Trim Size)	10.25" x 9.25"	1,500	--
	Banner (Horizontal)	9.75" x 2.2"	450	
	Banner (Vertical)	2.5" x 9"	500	--
Back Cover	Full Page (bleed)	10.25" x 11.75"	1,100	--
	Full Page (non-bleed)	9.75" x 11.25"		--
Inside Front Cover	Full Page	9.75" x 10.5"	900	--
	Half Page	9.75" x 5.25"	500	--
Inside Back Cover	Full Page	9.75" x 10.5"	800	--
	Half Page	9.75" x 5.25"	450	--
ROP	Full page	9.75" x 10.5"	735	525
	Half page	9.75" x 5.25"	400	285
	1/4 Page	4.85" x 5.25"	250	180

B. FREQUENCY DISCOUNT

	Covers & ToC Page	ROP
4 consecutive issues	--	5% off
13 consecutive issues	5% off	10% off
26 consecutive issues	10% off	15% off
52 consecutive issues	10% off	15% off

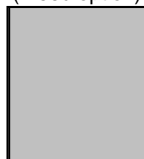
C. ADDITIONAL CHARGES

Odd Size	20% or more surcharge
Specified Position	20% surcharge

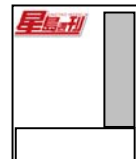
Front Cover:
Full Page
(Bleed on 3-side)



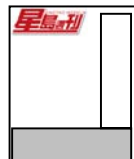
Back Cover:
Full Page
(Bleed option)



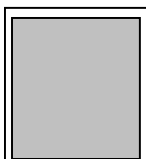
Front Cover:
Banner V



Front Cover:
Banner H



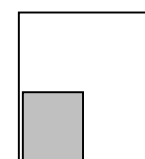
ROP:
Full Pg



ROP:
Half Page



ROP:
1/4 Page



ROP:
1/8 Page

