

**From:**

**Account Executive**  
**TEL: (718) 746-8889 ext.**  
**FAX: (718) 746-5002**

## NEW YORK EDITION ADVERTISING RATES

### 紐約區黑白內頁廣告價目表 (A 套版)

\*A Section Main News\*

**( B & W, NET )**

Effective : 01/01/2011

Inserts per Contract	Sunday - Thursday (Cost per insertion 每次刊價)			Friday / Saturday (Cost per insertion 每次刊價)		
	1/4 page	1/2 page	Full page	1/4 page	1/2 page	Full page
<b>1-3</b> (刊登一至三次)	\$ 720.00	\$ 1,440.00	\$ 2,880.00	\$ 864.00	\$ 1,728.00	\$ 3,456.00
<b>4-7 / 1 month</b> (一個月內四次)	\$ 648.00	\$ 1,296.00	\$ 2,592.00	\$ 777.60	\$ 1,555.20	\$ 3,110.40
<b>8-12/ 2 months</b> (二個月內八次)	\$ 612.00	\$ 1,224.00	\$ 2,448.00	\$ 734.40	\$ 1,468.80	\$ 2,937.60
<b>12-14/ 3 months</b> (三個月內十二次)	\$ 576.00	\$ 1,152.00	\$ 2,304.00	\$ 691.20	\$ 1,382.40	\$ 2,764.80
<b>15 +/- 4 months</b> (四個月內十五次)	\$ 504.00	\$ 1,008.00	\$ 2,016.00	\$ 604.80	\$ 1,209.60	\$ 2,419.20

\* Fixed position surcharge add 20%

- \* Closing Date: 5 days in advance
- \* Translation and Production costs not included
- \* Upfront payment required
- \* Coverage Area: NY/CT

- \* 1/8 Page: 5.6" x 5" (Please inquire rates)
- \* 1/4 Page: 5.6" x 10.1" or 11.3" x 5"
- \* 1/2 Page: 5.6" x 20.3" or 11.3" x 10.1"
- \* Full Page: 11.3" x 20.3"

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**NEW YORK EDITION ADVERTISING RATES**  
**紐約區黑白新聞下廣告價目表 (一般新聞下)**

\*RWE - Run with Editorial in News Section (Except Section A)\*

**( B & W, NET )**

Effective : 01/01/2011

Inserts per Contract	Sunday - Thursday (Cost per insertion 每次刊價)			Friday / Saturday (Cost per insertion 每次刊價)		
	1/4 page	1/2 page	Full page	1/4 page	1/2 page	Full page
<b>1-3</b> (刊登一至三次)	\$ 600.00	\$ 1,200.00	\$ 2,400.00	\$ 720.00	\$ 1,440.00	\$ 2,880.00
<b>4-7 / 1 month</b> (一個月內四次)	\$ 540.00	\$ 1,080.00	\$ 2,160.00	\$ 648.00	\$ 1,296.00	\$ 2,592.00
<b>8-12/ 2 months</b> (二個月內八次)	\$ 510.00	\$ 1,020.00	\$ 2,040.00	\$ 612.00	\$ 1,224.00	\$ 2,448.00
<b>12-14/ 3 months</b> (三個月內十二次)	\$ 480.00	\$ 960.00	\$ 1,920.00	\$ 576.00	\$ 1,152.00	\$ 2,304.00
<b>15 +/ 4 months</b> (四個月內十五次)	\$ 420.00	\$ 840.00	\$ 1,680.00	\$ 504.00	\$ 1,008.00	\$ 2,016.00

\* Fixed position surcharge add 20%

- \* Closing Date: 5 days in advance
- \* Translation and Production costs not included
- \* Upfront payment required
- \* Coverage Area: NY/CT

- \* 1/8 Page: 5.6" x 5" (Please inquire rates)
- \* 1/4 Page: 5.6" x 10.1" or 11.3" x 5"
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## NEW YORK EDITION ADVERTISING RATES

紐約區黑白內頁廣告價目表(不指定版)

\*ROP - Run of Paper / Non-Fixed Position\*

**( B & W, NET )**

Effective : 01/01/2011

Inserts per Contract	Sunday - Thursday (Cost per insertion 每次刊價)			Friday / Saturday (Cost per insertion 每次刊價)		
	1/4 page	1/2 page	Full page	1/4 page	1/2 page	Full page
<b>1-3</b> (刊登一至三次)	\$ 480.00	\$ 960.00	\$ 1,920.00	\$ 600.00	\$ 1,200.00	\$ 2,400.00
<b>4-7 / 1 month</b> (一個月內四次)	\$ 432.00	\$ 864.00	\$ 1,728.00	\$ 540.00	\$ 1,080.00	\$ 2,160.00
<b>8-12/ 2 months</b> (二個月內八次)	\$ 408.00	\$ 816.00	\$ 1,632.00	\$ 510.00	\$ 1,020.00	\$ 2,040.00
<b>12-14/ 3 months</b> (三個月內十二次)	\$ 384.00	\$ 768.00	\$ 1,536.00	\$ 480.00	\$ 960.00	\$ 1,920.00
<b>15+/ 4 months</b> (四個月內十五次)	\$ 336.00	\$ 672.00	\$ 1,344.00	\$ 420.00	\$ 840.00	\$ 1,680.00
<b>15+/ 1 month</b> (一個月內15次)	\$ 288.00	\$ 576.00	\$ 1,152.00	\$ 360.00	\$ 720.00	\$ 1,440.00
<b>30+/ 1 month</b> (一個月內30次)	\$ 264.00	\$ 528.00	\$ 1,056.00	\$ 330.00	\$ 660.00	\$ 1,320.00

- \* Closing Date: 5 days in advance
- \* Translation and Production costs not included
- \* Upfront payment required
- \* Coverage Area: NY/CT

- \* 1/8 Page: 5.6" x 5" (Please inquire rates)
- \* 1/4 Page: 5.6" x 10.1" or 11.3" x 5"
- \* 1/2 Page: 5.6" x 20.3" or 11.3" x 10.1"
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## NEW YORK EDITION ADVERTISING RATES

### 紐約區彩色廣告價目表

**\*ROP - Run of Paper\***

**( 4-COLOR, NET )**

Effective : 01/01/2011

Inserts per Contract	Sunday - Thursday (Cost per insertion 每次刊價)			Friday / Saturday (Cost per insertion 每次刊價)		
	1/4 page	1/2 page	Full page	1/4 page	1/2 page	Full page
<b>1-3</b> (刊登一至三次)	\$ 840.00	\$ 1,680.00	\$ 3,360.00	\$ 960.00	\$ 1,920.00	\$ 3,840.00
<b>4-7/ 1 month</b> (一個月內四次)	\$ 756.00	\$ 1,512.00	\$ 3,024.00	\$ 864.00	\$ 1,728.00	\$ 3,456.00
<b>8-12/ 2 months</b> (二個月內八次)	\$ 714.00	\$ 1,428.00	\$ 2,856.00	\$ 816.00	\$ 1,632.00	\$ 3,264.00
<b>12-14/ 3 months</b> (三個月內十二次)	\$ 672.00	\$ 1,344.00	\$ 2,688.00	\$ 768.00	\$ 1,536.00	\$ 3,072.00
<b>15+ / 4 months</b> (四個月內十五次)	\$ 588.00	\$ 1,176.00	\$ 2,352.00	\$ 672.00	\$ 1,344.00	\$ 2,688.00

\* Fixed position surcharge add 25%

- \* Closing Date: 5 days in advance
- \* Translation and Production costs not included
- \* Upfront payment required
- \* Coverage Area: NY/CT

- \* 1/8 Page: 5.6" x 5"
- \* 1/4 Page: 5.6" x 10.1" or 11.3" x 5"
- \* 1/2 Page: 5.6" x 20.3" or 11.3" x 10.1"
- \* Full Page: 11.3" x 20.3"

**From:**

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## SUNDAY MAGAZINE ADVERTISING RATES

### 世界週刊 黑白 / 彩色 廣告價目表

\*ROP - Run of Paper / Non-Fixed Position\*

**( B / W, 4C., NET )**

Effective : 01/01/2011

Eastern US (全美東版)	Sunday Only 每次刊價 (Cost per insertion)			
	1/6 Page BW only	1/4 page BW / color	1/2 page BW / color	Full page BW / color
<b>1-3</b> (刊登一至三次)	\$ 220.00	\$ 325.0/ \$450.0	\$ 650.0/ \$900.0	\$1,300 / \$1,800
<b>4/ 1 month</b> (一個月內四次)	\$ 198.00	\$ 292.5/ \$405.0	\$ 585.0/ \$810.0	\$1,170 / \$1,620
<b>8/ 2 months</b> (二個月內八次)	\$ 187.00	\$ 276.3/ \$382.5	\$ 552.5/ \$765.0	\$1,105 / \$1,530
<b>12/ 3 months</b> (三個月內十二次)	\$ 176.00	\$ 260.0/ \$360.0	\$ 520.0/ \$720.0	\$1,040 / \$1,440

\* Closing Date: 10 days in advance

\* Translation and Production costs not included

\* Upfront payment required

\* 1/6 Page: 3.08" x 5.18"

\* 1/4 Page: 4.67" x 5.18"

\* 1/2 Page: 4.67" x 10.46" or 9.44" x 5.18"

\* Full Page: 9.44" x 10.46"



**From:**

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## EASTCOAST EDITION ADVERTISING RATES

### 全美東區彩色版廣告價目表

**\*ROP - Run of Paper / Non-Fixed Position\***

**( 4-COLOR, NET )**

Effective : 01/01/2011

Edition	Monday - Thursday (Cost per insertion 每次刊價)			Friday - Sunday (Cost per insertion 每次刊價)		
	1/4 page	1/2 page	Full page	1/4 page	1/2 page	Full page
New York*	\$ 840.00	\$ 1,680.00	\$ 3,360.00	\$ 960.00	\$ 1,920.00	\$ 3,840.00
NJ/PA*	\$ 210.00	\$ 420.00	\$ 840.00	\$ 270.00	\$ 540.00	\$ 1,080.00
Washington DC*	\$ 288.00	\$ 576.00	\$ 1,152.00	\$ 348.00	\$ 696.00	\$ 1,392.00
Boston*	\$ 300.00	\$ 600.00	\$ 1,200.00	\$ 345.00	\$ 690.00	\$ 1,380.00
Southeastern*	\$ 285.00	\$ 570.00	\$ 1,140.00	\$ 330.00	\$ 660.00	\$ 1,320.00
<b>Eastern US*</b> (Includes all the above editions)	<b>\$ 1,538.40</b>	<b>\$ 3,076.80</b>	<b>\$ 6,153.60</b>	<b>\$ 1,802.40</b>	<b>\$ 3,604.80</b>	<b>\$ 7,209.60</b>

\* Frequency discount available: 4 insertions in 1 month - 10% off    8 insertions in 2 months - 15% off  
12 insertions in 3 months - 20% off    15 insertions in 4 months - 30% off

\* Closing Date: 5 days in advance

\* Translation and Production costs not included

\* Upfront payment required

\* NY weekend Fri./Sat. ; Other Editions weekend Fri./Sat./Sun.

\* 1/4 Page: 5.6" x 10.1" or 11.3"x 5"

\* 1/2 Page: 5.6" x 20.3" or 11.3"x 10.1"

\* Full Page: 11.3" x 20.3"

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## EASTCOAST EDITION MONTHLY PACKAGE RATES

### 全美東區內頁黑白長期廣告價目表

\*ROP - Run of Paper / Non-Fixed Position\*

( B & W, NET )

Effective : 01/01/2011

Edition	Every Day Run (Monday-Saturday) (Cost per month 每月刊價)			Every Other Day Run (Mon/Wed/Fri or Tue/Thur/Sat) (Cost per month 每月刊價)		
	1/4 page	1/2 page	Full page	1/4 page	1/2 page	Full page
New York*	\$ 5,700.00	\$ 11,400.00	N/A	\$ 2,850.00	\$ 5,700.00	N/A
NJ/PA*	\$ 1,980.00	\$ 3,960.00	N/A	\$ 990.00	\$ 1,980.00	N/A
NY/NJ/PA	\$ 6,690.00	\$ 13,380.00	N/A	\$ 3,345.00	\$ 6,690.00	N/A
Washington DC*	\$ 1,800.00	\$ 3,600.00	\$ 7,200.00	\$ 900.00	\$ 1,800.00	\$ 3,600.00
Boston*	\$ 1,800.00	\$ 3,600.00	\$ 7,200.00	\$ 1,080.00	\$ 2,160.00	\$ 4,320.00
Southeastern*	\$ 1,800.00	\$ 3,600.00	\$ 7,200.00	\$ 900.00	\$ 1,800.00	\$ 3,600.00
<b>Eastern US*</b> <b>Special Rate</b> (Include all the above editions)	<b>\$9,300.00</b>	<b>\$18,600.00</b>	<b>N/A</b>	<b>\$4,650.00</b>	<b>\$9,300.00</b>	<b>N/A</b>

\* Minimum run is one month.

\* Closing Date: 5 days in advance

\* Translation and Production costs not included

\* Upfront payment required

\* 1/4 Page: 5.6" x 10.1" or 11.3" x 5"

\* 1/2 Page: 5.6" x 20.3" or 11.3" x 10.1"

\* Full Page: 11.3" x 20.3"

**From:**

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**NATIONAL EDITION ADVERTISING RATES**  
**全美黑白內頁廣告價目表**

**\*ROP - Run of Paper\***

**( B/W ONLY, NET )**

Effective : 01/01/2011

Inserts per Contract	Sunday - Thursday (Cost per insertion 每次刊價)			Friday / Saturday (Cost per insertion 每次刊價)		
	1/4 page	1/2 page	Full page	1/4 page	1/2 page	Full page
<b>1-3</b> (刊登一至三次)	\$ 1,680.00	\$ 3,360.00	\$ 6,720.00	\$ 1,920.00	\$ 3,840.00	\$ 7,680.00
<b>4-7/ 1 month</b> (一個月內四次)	\$ 1,512.00	\$ 3,024.00	\$ 6,048.00	\$ 1,728.00	\$ 3,456.00	\$ 6,912.00
<b>8-12/ 2 months</b> (二個月內八次)	\$ 1,428.00	\$ 2,856.00	\$ 5,712.00	\$ 1,632.00	\$ 3,264.00	\$ 6,528.00
<b>12-14/ 3 months</b> (三個月內十二次)	\$ 1,344.00	\$ 2,688.00	\$ 5,376.00	\$ 1,536.00	\$ 3,072.00	\$ 6,144.00
<b>15+/ 4 months</b> (四個月內十五次)	\$ 1,176.00	\$ 2,352.00	\$ 4,704.00	\$ 1,344.00	\$ 2,688.00	\$ 5,376.00

- \* Closing Date: 5 days in advance
- \* Translation and Production costs not included
- \* Upfront payment required

- \* 1/8 Page: 5.6" x 5" (Please inquire rates)
- \* 1/4 Page: 5.6" x 10.1" or 11.3" x 5"
- \* 1/2 Page: 5.6" x 20.3" or 11.3" x 10.1"
- \* Full Page: 11.3" x 20.3"

## NEW YORK METRO INSERT RATES

Copies	Weekday Rate (Mon.-Thurs.)	Weekend Rate (Fri.-Sat.)
5,000	\$1,030	\$1,080
10,000	\$1,450	\$1,520
15,000	\$1,750	\$1,840
20,000	\$2,060	\$2,160
25,000	\$2,130 <small>(Identical content is required. Insertion must be completed in two consecutive days.)</small>	\$2,240 <small>(Identical content is required. Insertion must be completed in two consecutive days.)</small>
30,000	\$2,280 <small>(Identical content is required. Insertion must be completed in two consecutive days.)</small>	\$2,390 <small>(Identical content is required. Insertion must be completed in two consecutive days.)</small>
35,000	\$2,540 <small>(Identical content is required. Insertion must be completed in two consecutive days.)</small>	\$2,670 <small>(Identical content is required. Insertion must be completed in two consecutive days.)</small>
40,000	\$2,800 <small>(Identical content is required. Insertion must be completed in two consecutive days.)</small>	\$2,940 <small>(Identical content is required. Insertion must be completed in two consecutive days.)</small>

(Upfront payment required)

Effective as of: 12/1/2005

Due to current operating capacity, advertisers should be aware of following restrictions when utilizing insert services:

1. Newspapers with inserts will be sold only through newsstands in New York.
2. There is no SUNDAY insert service available.
3. The size of any inserts should not be larger than 13 inches by 10 inches and should at least have single fold or binding. Single sheets should be avoided if possible, and the insert material must be no more than 10 pages.
4. Only one insert client and a maximum of 20,000 copies will be accepted per day.
5. Frequency Discounts :  
 Advertisements made in 4 consecutive months can be combined for frequency discounts as follows: 4 times 10 % off, 8 times 15 % off, 12 times 20 % off, 15 times 30 % off.
6. In the event of a technical problem, World Journal has the right to cancel or postpone the scheduled insert.

## Other Information

### Computer Graphic/Electronic File Format Requirements:

1. Disks:
  - A. CD/DVD Media
  - B. Floppy Disk
  
2. File Format:
  - A. Please use PC format.

File Type	Save as File format	Resolution	Color	Black & white	Remark
TIFF(.tif)	.tif	200DPI	CMYK	Grayscale	Please use LZW compression or winzip format.
JPEG(.jpg)	.jpg	300DPI	CMYK	Grayscale	Please choose “ Baseline (standard) “at the Format Options.
PDF(.pdf)	.pdf	300DPI	CMYK	Grayscale	Please retain the original layers and convert all fonts to outline.
Encapsulated * PostScript (.eps) * Photoshop EPS (.eps)	.eps	200DPI	CMYK	Grayscale	Files, including all photos, must be in CMYK format. “*” Please convert all fonts to outline
Photoshop PSD (.psd)	.psd	300DPI	CMYK	Grayscale	
(Logo.etc) scan using Line Art (.tif)	.tif	600DPI	Bitmap	Bitmap	

- B. If the file’s text and graphics are overlapped, please provide .PSD format (with Layers). If you cannot provide PSD format, please follow the above instructions for the graphic image and save the text as .TXT file (Big 5 or GB).
  
3. Please write the file name and format on your disk. If the disk contains other unrelated files, please specify the file name and format to be used for your ad.
4. Production lead-time: Files must be received at least 3 days before the insertion date.
5. Files can also be uploaded to **<http://upload.wjnews.com>**  
File size limited to 5MB. For file size over 5MB, please contact your account executive for FTP upload.
6. QuarkXpress (.QXD or .QXT or more), Pagemaker (.P65 or .PM6 or more), and Word (.DOC) cannot be accepted.