

# San Francisco Daily Paper

SFI

# 2012

COLOR	A	Position	Size	Mon.-Thur.	Fri.-Sun.	Discount	Unit Price Mon.-Thur.	Unit Price Fri.-Sun.
		Wrap	12x17 (11.3"x17.24")	\$4,800	\$5,520	N/A	---	---
		Name Plate	3x2 (2.75"x1.49")	\$193.20	\$222	Max. 20% off	\$32.20	\$37
		Front Page	12x10 (11.3"x10.1")	\$2,400	\$2,760	Max. 10% off	\$20	\$23
			12x6 (11.3"x6.02")	\$1,368	\$1,573.20	Max. 20% off	\$19	\$21.85
	Back / R.O.P	12x10 (11.3"x10.1")	\$1,560	\$1,794	Regular	\$13	\$14.95	
		12x20 (11.3"x20.3")	\$3,120	\$3,588				
	BD	Name Plate	8x2 (7.5"x1.75") (Min. 4units)	\$368	\$423.20	Max. 20% off	\$23	\$26.45
	C			\$304	\$349.60		\$19	\$21.85
	B	Front	12x10 (11.3"x10.1")	\$1,800	\$2,070	Regular	\$15	\$17.25
D	\$1,440			\$1,656	\$12		\$13.80	
BD	12x19 (11.3"x19.01")			\$3,600	\$4140		N/A	---
BC	Front	12x6 (11.3"x6.02")	\$864	\$993.60	Regular	\$12	\$13.80	
E			12x5 (11.3"x5")	\$720				\$828
F			12x8 (11.3"x8.06")	\$1,152				\$1,324.80
BCDEF	R.O.P	12x20 (11.3"x20.3") (Min. 12units)	\$2,400	\$2,760	Regular	\$10	\$11.50	
B / W	A B C D E F	R.O.P	3x2 (2.75"x1.94")	\$40.20	\$46.20	Regular	\$6.70	\$7.70
			3x3 (2.75"x2.96")	\$60.30	\$69.30			
			12x20 (11.3"x20.3") (Min. 12 units)	\$1,560	\$1,800			
		Under News	12x5 (11.3"x5") (Min. 6x5 units)	\$468	\$540	Regular	\$7.80	\$9.00

\*Frequency Discount (placement within 30 days) :

4 or more times	8 or more times	15 or more times	22 or more times	30 or more times
10% off	20% off	40% off	45% off	50% off

\*Prepay Discount:

5% off for 3 months	7% off for 6 months	10% off for 12 months
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\*Available sizes for color section front:

A section	B section	C section	D section	E section	F section
12x6 12x10 12x17	12x6 12x10 12x19	12x6 12x10 12x19	12x10 12x19	12x5 12x10	12x8(N/A on Sunday)

\*Extra Charges:

Irregular Size: 50% surcharge	Special Page Requests: 20% surcharge and above	Design Fee: 20%
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# 2012

## Weekly Magazine

SF2new

<b>Real Estate (Sat.)</b>	<b>Position</b>	<b>Size &amp; Price</b>	
	Front Strip	11x2 (9.75"x1.84")	\$250
	Back Page	11x12 (9.75"x11.5")	\$400
	Center Spread (Left and Right)	11x12 (9.75"x11.5")	\$400/ea

\*Frequency Discount:

**Front Strip:**

- 4 times 10% off
- 8 times 20% off
- 13 times 30% off
- 26 times 40% off

**Others:**

- 4 times 20% off
- 8 times 30% off
- 13 times 40% off
- 26 times 50% off

<b>Ming Weekly (Sat.)</b>	<b>Position</b>	<b>Paper</b>	<b>Size &amp; Price</b>	
	Back Page	Gloss Paper	8x11 FP	\$2,000
	Inside Front Page			\$1,800
	Inside Back Page			\$1,600
	Center Spread			\$2,400
Inside Run of Paper(R.O.P)	Newsprint	8x11 Full	\$900	
		8x5.5 1/2	\$450	
		4x5.5 1/4	\$225	

\*Frequency Discount:

**Gloss Paper:**

- 13 times(3 months) 10% off
- 26 times(6 months) 20% off
- 52 times(12 months) 30% off

**Newsprint:**

- 13 times(3 months) 40% off
- 26 times(6 months) 50% off
- 52 times(12 months) 60% off

**Odd Size : 50% Surcharge**
**Specified Position (Min. 1/2Page) : 20% Surcharge**
**Specified Page (Min. Full Page) : 20% Surcharge**

<b>W.J. Weekly (Sun.)</b>	<b>Position</b>	<b>Size &amp; Price</b>		
	Inside Front	9x12 (Full Page)	\$1,350	Min. 9x6 (1/2 Page)
	Inside First Page		\$1,250	
	Inside Back Page		\$1,300	
	Inside Back First Page		\$1,200	
	Back Page		\$1,400	
	Inside Run of Paper(R.O.P)	9x12	\$800	Min. 4.5x6 (1/4 Page)
9x6		\$400		
4.5x6		\$200		

\*Frequency Discount:

**Special position:**

- 13 times(3 months) 30% off
- 26 times(6 months) 40% off
- 52 times(12 months) 50% off

**Inside page:**

- 13 times(3 months) 40% off
- 26 times(6 months) 50% off
- 52 times(12 months) 60% off

**Odd Size : 50% Surcharge**
**Specified Position (Min. 1/2Page) : 20% Surcharge**
**Specified Page (Min. Full Page) : 20% Surcharge**

\*Frequency discount only apply to consecutive placements in fixed time period.

# Advertorial

SF4

# 2012

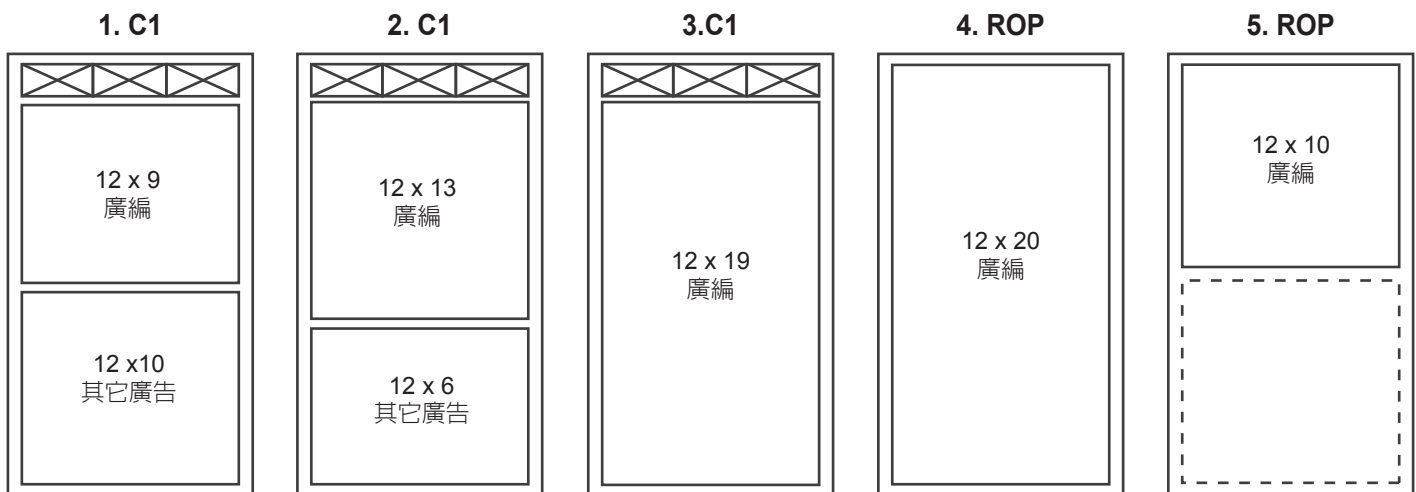
Item	Size	C1	ROP	Deadline
Color	1. 12x9 (11.3" x 9")	\$2,400	\$2,040	15 Business Days
	2. 12x13 (11.3" x 13.26")	\$3,120	---	
	3. 12x19 (11.3" x 19.01")	\$4,560	---	
	4. 12x20 (11.3" x 20.3")	\$4,800	\$4,080	
	5. 12x10 (11.3" x 10.1")	N/A	\$2,040	

1. Content length / images need to be edited by the project management team.

字數/圖片須與企劃中心協商而定。

2. There is no discount for advertorial.

廣編稿不可與其他廣告合併打折。



# 2012

## Bay Area Free Standing Insert Rates SF3

(Upfront payment required)

Copies	Cost
2,000	\$700
3,000	\$800
4,000	\$900
5,000	\$1,000
10,000	\$1,300
15,000	\$1,600
20,000	\$1,900
25,000	\$2,000
30,000	\$2,200
35,000	\$2,400
40,000	\$2,600
45,000	\$2,800
50,000	\$3,000
55,000 ~ 65,000	\$3,200
65,000 & above	\$3,500

Client will provide insertion materials.  
 Received 5 business days prior to the inserting date.

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

1. Newspaper with insert will be sold through entire circulation channel, unless client specifies in certain area.
2. If insert service is scheduled on Saturday, Sunday, holidays or home delivery area, there is a \$400 surcharge.
3. The size of any insert should not be larger than letter size 8.5"x11" (min. size: half of letter size)
4. World Journal SF LLC. only accepts one insert client daily, based on first come first serve basis; and the insert material must be no more than 30 pages.
5. The content of all insert (after folding) material needs to be approved by World Journal SF LLC. prior to the insert service.
6. In any event that a technical problem occurred, World Journal SF LLC. has the right to cancel or postpone the prior schedule insert.
7. Insert service including home delivery area.
8. Effective Date: 1/1/2012-12/31/2012