

World Journal LA, LLC **Color Advertising Rate** < Regular Color Pages >世界日報洛杉磯社 **彩色廣告刊價** < 一般 >

Actual Size	Position 版位 D, E, H	Per Insertion Cost 每次刊價		4 Insertions / month 每月刊登4次		8 Insertions / month 每月刊登8次		
		Sun. ~ Wed. 週日至週三	Thur. ~ Sat. 週四至週六	4(Sun. ~ Wed.) 4次(週日至週三)	4(Thur. ~ Sat.) 4次(週四至週六)	8(Sun. ~ Wed.) 8次(週日至週三)	4(Sun. ~ Wed.) 4(Thur. ~ Sat.) 4次(週日至週三) 4次(週四至週六)	8(Thur. ~ Sat.) 8次(週四至週六)
12 Unit 單位 12x1 (11.3"Wx0.92"H) 6x2 (5.6"Wx1.94"H) 3x4 (2.75"Wx3.98"H)	Color 彩色	110	132	440	528	880	968	1056
24 Unit 單位 12x2 (11.3"Wx1.94"H) 6x4 (5.6"Wx3.98"H)	Color 彩色	220	264	880	1056	1760	1936	2112
36 Unit 單位 12x3 (11.3"Wx2.96"H)	Color 彩色	330	396	1320	1584	2640	2904	3168
48 Unit 單位 12x4 (11.3"Wx3.98"H) 6x8 (5.6"Wx8.06"H)	Color 彩色	440	528	1760	2112	3520	3872	4224
60 Unit <1/4 PAGE 版> 12x5 (11.3"Wx5"H) 6x10 (5.6"Wx10.1"H)	Color 彩色	550	660	2200	2640	4400	4840	5280

折扣**黑白廣告**

- 4次 / 30天 10% off
8次 / 30天 20% off
15次 / 30天 30% off

(不可與各專業特價版、美食特價版合併打折)

彩色廣告

- 1 各套封面彩色 不打折
- 2 A套內彩 不打折
- 3 B套底頁全版不打折，B-3周六不打折，B套底頁的半版或1/4版如用折扣價，可視版面需要，移至封底裡。
- 4 內頁彩色4次 / 30天 ...10% · 8次以上 / 30天... 20%

彩色 + 黑白

- 彩色廣告依其刊登次數打折(不可與黑白廣告合併打折)
- 黑白與彩色廣告合併次數折扣，僅限黑白廣告享有折扣

混合尺寸

最大與最小尺寸在1.5比例之內，可合併打折
(A套黑白廣告限1:2比例之內，僅限與A套廣告次數打折)

取消刊登

所有廣告需於刊登日前七日提出正式取消通知
頭版廣告取消刊登需支付該廣告費之20%罰金

廣告製作

有關廣告製作實際尺寸(寬度x高度)，請參閱本報廣告製作規格表，或諮詢廣告設計部門。

Discount**Black & White Ads.**

- 4 times / in 30 day..... 10% discount
8 times / in 30 day..... 20% discount
15 times / in 30 day..... 30% discount
(Can not be combined with Category page Ads.)

Color Ads. No Discount for all

- 1 No Discount for all cover page color Ads. in all sections.
- 2 No Discount for all inside page color Ads. in Section A.
- 3 No Discount for back page color Ads. in Section B, and No Discount for page 3 in Section B on Saturday. Discount price insertions smaller than half page size in the back of Section B may be placed in back cover page.
- 4 For inside page color Ads. : 4 times/30 days ...get 10% off , 8 times or more/30 days ..get 20% off.

B&W + Color Ads.

- Color Ads. discount can not be combined with B/W Ads. discount.
- B/W Ads. combined with Color Ads. discount applies to B/W insertions only.

Mix Sizes

B & W Ads. in different sizes can be combined and will receive discount only if the ratio of the largest and smallest Ads. is within 1:5.
(The ratio for B&W Ads. in section A is limited to 1:2)

Cancellation

To cancel any ad placement, a written notice should be provided at least 7 days in advance from your scheduled insertion date.
A 20% cancellation fee will be charged for Front Page Ad.

Art Work

Please refer to our advertising specifications & guidelines when you provide your own creatives, or contact our graphic department for details.

* For all ad rate quote and details, please contact and confirm with World Journal LA, LLC Sales Representatives.