

Effective: July 1, 2016

**World Journal New York Display Ad Rate Card**

Position	Size	Color	Color	Color	B/W	B/W	B/W	B/W	B/W
		Sun-Thurs	Fri-Sat	alternative days	Sun-Thurs	Fri-Sat	6 days/wk	7 days/wk	4 days/wk
A1	1/2 page	\$3,180	\$3,600						
A2	1/4 page(horizontal)	\$1,200	\$1,380						
Run With Fixed Section (R.W.F.S.)	Full page				\$3,000	\$3,600			
	1/2 page				\$1,500	\$1,800			
	1/4 page				\$750	\$900			
Run With Editorial (R.W.E.)	1/2 page				\$1,260	\$1,560			
	1/4 page				\$630	\$780			
Run Of Paper (R.O.P.)	Full page	\$3,600	\$4,200		\$2,040	\$2,640			
	1/2 page	\$1,800	\$2,100	\$12,600	\$1,020	\$1,320	\$11,760	\$13,200	\$7,800
	1/4 page	\$900	\$1,050	\$6,300	\$510	\$660	\$5,880	\$6,600	\$3,900
Centre Spread	Full page(500 units)	\$9,375	\$10,938		\$5,100	\$6,600			
(Non-fixed position)	1/2 page(250 units)	\$4,688	\$5,469		\$2,550	\$3,300			
Junior Page(120 units)	9.4"Wx12.14"H	\$2,040	\$2,400						

**Ad Size(W\*H):**

- \* Full Page: 11.3" x 20.3"
- \* Half Page: 5.6" x 20.3" or 11.3" x 10.1"
- \* 1/4 Page: 5.6" x 10.1" or 11.3" x 5"
- \* Centre Spread: 23.8" x 20.3"

**Frequency Discount(in 4 months):**

- 4-7 times - 10%
- 8-11 times - 15%
- 12-14 times - 20%
- 15 times or above - 30%

\* The highest discount for World Journal Weekly Magazine is 20%.

**World Journal Weekly Magazine**

Position	Color								B/W	
	Inside Front Cover	1st Special pg	2nd Special pg	Inside Back Cover	Back Cover	1st Vertical pg	1st Horizontal pg	ROP	Centre Spread	ROP
Full page	\$3,400	\$2,700	\$2,400	\$3,000	\$3,500			\$1,900	\$2,200	\$1,360
1/2 page	\$1,800	\$1,350	\$1,200	\$1,600	\$1,850	\$1,282.50	\$1,235	\$950	\$1,100	\$680
1/4 page	\$925	\$675	\$600	\$825	\$950			\$475	\$550	\$340
1/6 page										\$240
Table of Contents								\$525		

**Ad Size(W\*H)**

- \*Full page: 9.44" x 10.46"
- \*Half page: 9.44" x 5.18" or 4.67" x 10.46"
- \*1/4 page: 9.44" x 2.54" or 4.67" x 5.18"
- \*1/6 page: 3.08" x 5.18"
- \*Centre Spread: 20.18" x 10.46"

- \* Artwork and translation costs not included
- \* All rates are NET and NON-COMMISSIONABLE

\*World Journal reserves the right to publish, reject, omit and/or revise advertisements without notice.