



特殊頁 Special Page		價格 Rate	優惠價 Discount (45%off)	彩色廣告 Color Ad	單位價 Unit Rate	價格 Rate	優惠價 45% off
封面1單位 Front Cover 1U		\$15,000	\$8,250	18U	\$139	\$2,500	\$1,375
摺頁A(總目錄前) Folded Double Page A (Before Table)		\$45,000	\$24,750	12U	\$150	\$1,800	\$990
摺頁B(生活資訊前) Folded Double Page B (Before Information)		\$45,000	\$24,750	9U	\$165	\$1,485	\$816.75
封面裡 Inside Front Cover		\$20,000	\$11,000	8U	\$170	\$1,360	\$748
封面裡旁 (P. 3) Inside Front Cover-Right Page		\$20,000	\$11,000	6U	\$180	\$1,080	\$594
封底 Back Cover		\$42,000	\$23,100	4U	\$198	\$790	\$434.50
封底裡 Inside Back Cover		\$11,000	\$6,050	3U	\$218	\$650	\$357.50
封底裡旁 Inside Back Cover-Left Page		\$10,000	\$5,500	2U	\$300	\$600	\$330
書側(封面外側) Spine		\$18,000	\$9,900	1U	\$300	\$300	\$165
標籤 Tab	前後2頁 (2 Pages / Front & Back)	\$18,000	\$9,900	Listing 加色	\$50	\$50	—
	左右2頁+1頁 (3 Pages / Double Spread+3rd page)	\$20,000	\$11,000	黑白廣告 B/W Ad	單位價 Unit Rate	價格 Rate	優惠價 Discount (45% off)
標籤後頁 Back of Tab		\$5,500	\$3,025	18U	\$120	\$2,160	\$1,188
總目錄前 Before Table of Contents	P4、5	\$9,800	\$5,390	12U	\$130	\$1,560	\$858
	P.6、7	\$9,200	\$5,060	9U	\$140	\$1,260	\$693
	P.8~P.29	\$7,800	\$4,290	8U	\$145	\$1,160	\$638
總目錄旁 Facing Table of Contents (P.30)		\$9,800	\$5,390	6U	\$150	\$900	\$495
英文/中文索引頁旁 English / Chinese Index 匱式9U Vertical 9U		\$6,000	\$3,300	4U	\$165	\$660	\$363
生活易查索引 Subject Index 直式9U Vertical 9U		\$6,000	\$3,300	3U	\$181	\$540	\$297
書邊印章上側 Imprint On Book Top Side		\$9,100	\$5,000	2U	\$225	\$450	\$247.50
書邊印章下側 Imprint On Book Bottom Side		\$9,100	\$5,000	1U	\$250	\$250	\$137.50
				文字資料頁 Adveritorial Page	原價\$2,500	優惠價(50%off)	\$1,250

客戶付款辦法 (一)簽約時,預付廣告費總額的30% (二)看稿完成時,預付廣告費總額的30% (三)出書後,付清40%餘款

注意事項:

- 凡刊登特殊頁或加付20%之廣告,請預先確認版位,所有廣告合約需經客戶簽名繳交,依序編排。
- 刊登9單位或9單位以上之廣告客戶,可加付廣告費的20%為指定費。小於9單位的廣告,不得指定。
- 社方不接受任何廣告版面上、下、左、右頁之指定。凡加付指定費20%者,依繳交合約之順序訂版。
- 標籤廣告:
  - 每一大項類別欄僅接受一個標籤,但可接受大項中不同小項的標籤。
  - 標籤廣告編排在該類別欄的第一位。
  - 於簽約時收回30%的簽約金,才獲保障,否則僅保留7天時間即開放。
- 特殊頁廣告:凡新舊客戶,於簽約時即收回30%簽約金,才獲保障。否則僅保留7天時間即開放。
- 與客戶簽約時,即需簽定是否加20%指定費,以確保在行業類別的順序。後補追加20%指定費,亦需按先後順序排版。
- 廣告費合併計價方式之規定:
  - 為同一商家、企業名或企業主,如刊登2個9U,即可依全版的單位價計價,依此原則類推。
  - 超出全版18單位的部分,如3個9單位,超出部份依其單位價計之,依此原則類推。
- 資料頁:以一家行業類別為限,提供專業資訊為主要訴求,不得商業化,該文章需經社方審核,世界日報保留刊登之權利。全版18單位中可保留3單位的呎吋作為廣告宣傳之用。

Advertising Rate Chart / World Journal Business Directory

(1)Payment: 30% of down payment at contract signing; (2)second 30% at finalizing ad layout; (3)remaining 40% at issuance of publication.

Notes:

- For ad placement on special pages or ad with a 20% surcharge, must confirm space availability first. Ad page locations to be assigned in order of contract signing.
- For ad of 9 units or larger, page location assignment is accepted with 20% surcharge. Ad smaller than 9 units, no location assignment is accepted.
- World Journal does not accept ad spot location assignment on any given page. Ad with a 20% surcharge is assigned page location in order of contract signing.
- Tab ads:
  - Only one tab ad placement is allowed in each general category; additional tab ads are accepted in each sub-category.
  - A tab ad is placed on lead page of each general or sub-category.
  - A tab ad placement is secured with 30% down payment at contract signing or is reserved for 7 days only.
- Special page ads: placement is secured with 30% down payment at contract signing or is reserved for 7 days only.
- A 20% surcharge must be collected at contract signing to secure page order for ad within a category by profession or business. Surcharge of ad collected after contract signing, location is assigned in order of signing.
- Package rates:
  - Unit rate for 18U is applied for company or business placing two 9-unit ads.
  - For ad larger than 18U, portion above 18U is calculated by listed unit rate.
- Adveritorial page: Only one advertiser is accepted for each profession or business. Content must be information, not advertising and is subject to review by World Journal. World Journal reserves the right to print. Each 18U ad on an Adveritorial page is given space of 3U for advertising.