



2017年4月1日起生效

特殊頁 Special Page	價格 Rate	優惠價 Discount(45% off)	免費贈送 Free of Charge	
封面1單位 Front Cover 1U	\$15,000	\$8,250	電話簿分類欄1內頁+專刊1內頁	
摺頁A(總目錄前) Folded Double Page A (Before Table)	\$45,000	\$24,750	電話簿分類欄2內頁+專刊2內頁	
摺頁B(生活資訊前) Folded Double Page B (Before Information)	\$45,000	\$24,750	電話簿分類欄2內頁+專刊2內頁	
封面裡 Inside Front Cover	\$20,000	\$11,000	電話簿分類欄1內頁+專刊封面裡	
封面裡旁 (P.3) Inside Front Cover-Right Page	\$20,000	\$11,000	電話簿分類欄1內頁+專刊1內頁	
封底 Back Cover	\$42,000	\$23,100	電話簿分類欄1內頁+專刊封底	
封底裡 Inside Back Cover	\$11,000	\$6,050	電話簿分類欄1內頁+專刊封底裡	
封底裡旁 Inside Back Cover-Left Page	\$10,000	\$5,500	電話簿分類欄1內頁+專刊1內頁	
書側(封面外側) Spine	\$18,000	\$9,900	電話簿分類欄1內頁+專刊1內頁	
標籤 Tab	前後2頁 (2 Pages / Front & Back)	\$18,000	\$9,900	電話簿分類欄1內頁+專刊1內頁
	左右2頁+1頁 (3 Pages / Double Spread+3rd page)	\$20,000	\$11,000	電話簿分類欄1內頁+專刊1內頁
標籤後頁 Back of Tab	\$5,500	\$3,025	電話簿分類欄1內頁+專刊1內頁	
總目錄前 Before Table of Contents	P.4、5	\$9,800	\$5,390	電話簿分類欄1內頁+專刊1內頁
	P.6、7	\$9,200	\$5,060	電話簿分類欄1內頁+專刊1內頁
	P.8-29	\$7,800	\$4,290	電話簿分類欄1內頁+專刊1內頁
總目錄旁p.30 Facing Table of Contents (P.30)	\$9,800	\$5,390	電話簿分類欄1內頁+專刊1內頁	
英文/中文索引頁旁 English / Chinese Index直式9U Vertical 9U	\$6,000	\$3,300	電話簿分類欄1內頁+專刊1內頁	
生活易查索引頁旁 Subject Index直式9U Vertical 9U	\$6,000	\$3,300	電話簿分類欄1內頁+專刊1內頁	
書邊印章上側 Imprint On Book Top Side	\$9,100	\$5,000	電話簿分類欄1內頁+專刊1內頁	
書邊印章下側 Imprint On Book Bottom Side	\$9,100	\$5,000	電話簿分類欄1內頁+專刊1內頁	

版位 Position	工商黃頁尺寸 YP Unit	工商黃頁電話簿 內頁價格 Business Directory Inside Page Rate	專刊價格 Supplements Rate	專刊尺寸 Supplements Size	工商黃頁電話簿+專刊價格 優惠價 Business Directory Inside Page Rate + Supplements Discount Rate
內頁彩色 Inside Page (color)	18U	\$1,375	\$1,500	Full Page	\$1,500
	12U	\$990	\$1,000	Three Page	\$1,150
	9U	\$816.75	\$800	Half Page	\$1,000
內頁黑白 Inside Page (B/W)	18U	\$1,188	\$1,300	Full Page	\$1,300
	12U	\$858	\$900	Three Page	\$1,000
	9U	\$693	\$700	Half Page	\$850

付款方式: ◆簽約時, 預付廣告費總額的30% ◆工商黃頁電話簿或專刊完稿後, 需付廣告費總額的30% ◆工商黃頁電話簿出書後, 付清餘款40%

注意事項:

- ◆凡刊登世界日報工商黃頁電話簿廣告, 除享特殊頁及內頁價優惠外, 加刊任何一期專刊, 則依專刊訂價可享30%優惠, 加刊二期以上專刊可享50%優惠。
- ◆刊登工商黃頁電話簿9U以上廣告, 可享專刊合併優惠價。
- ◆工商黃頁電話簿及專刊內頁廣告加付20%之廣告客戶, 可享電話簿及專刊內頁廣告優先之編排順序。
- ◆任何廣告版位, 如欲升級版位、尺寸, 均需補足差價。
- ◆享有工商黃頁電話簿+專刊優惠價之客戶, 若停刊工商黃頁電話簿廣告, 則須依專刊價格計之。
- ◆世界日報保留調整專刊版位及升級之權利, 以及專刊出版、發行月份之權利。

Payment: ◆ 30% down payment at contract signing. ◆ Second 30% at finalizing business directory or supplement ad layout.

◆ Remaining 40% at issuance of business directory.

Notes:

- ◆ Advertisers of World Journal Business Directory (WJBD) are given 30% off World Journal Supplement (WJS) listed rate in placing one ad in it and 50% off in placing second ad in WJS, in addition to given preferential WJBD special pages and inside pages rates.
- ◆ Advertisers placing ad of 9U or larger in WJBD can apply Special Package Rate for placing ad in WJS.
- ◆ WJBD & WJS advertisers of ad in inside pages paying 20% surcharge are given priority for WJBD & WJS inside pages ad location.
- ◆ For upgrading of ad location or unit size, advertisers must pay for rate difference.
- ◆ Advertisers already given Special Package Rate of WJBD + WJS must go back to WJS rate chart when discontinuing ad placement in WJBD.
- ◆ World Journal reserves the rights to assign and upgrade ad location in WJS, and determine the month(s) of its issuance.