

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)
<b>12 Unit 單位</b> <b>12x1</b> (11.3"Wx0.92"H) <b>6x2</b> (5.6"Wx1.94"H) <b>3x4</b> (2.75"Wx3.98"H)	Color 彩色	110	132	440	528	880	968	1056
<b>24 Unit 單位</b> <b>12x2</b> (11.3"Wx1.94"H) <b>6x4</b> (5.6"Wx3.98"H)	Color 彩色	220	264	880	1056	1760	1936	2112
<b>36 Unit 單位</b> <b>12x3</b> (11.3"Wx2.96"H)	Color 彩色	330	396	1320	1584	2640	2904	3168
<b>48 Unit 單位</b> <b>12x4</b> (11.3"Wx3.98"H) <b>6x8</b> (5.6"Wx8.06"H)	Color 彩色	440	528	1760	2112	3520	3872	4224
<b>60 Unit &lt;1/4 PAGE 版&gt;</b> <b>12x5</b> (11.3"Wx5"H) <b>6x10</b> (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**

- 各套封面彩色 ..... 不打折
- A 套內彩 ..... 不打折
- 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。
- 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
- 刊登雙跨頁全版廣告加收 5%

**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**

- No Discount for all cover page color Ads. in all sections.
- No Discount for all inside page color Ads. in Section A.
- 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.
- 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.
- 5% extra fee will be charged for Double Spread full page AD.

**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.