

Ming Weekly (SAT.) (每周六出版)	Position (版位)	Paper (紙類)	Size (WxH) & Price (尺寸及價格)	
	Back Page (封底)	Gloss Paper (銅版紙)	7.50" x 9.75"	\$2,000
	Inside Front Page (Right/Left)			\$1,800
	Inside Back Page (Right/Left)			\$1,600
	R. O. P. (銅版紙內頁)			\$1,200
Inside Run of Paper (R.O.P.) (一般新聞紙內頁)	Newsprint (新聞紙)	7.50" x 9.75" (Full)	\$900	
		7.50" x 4.80" (1/2)	\$450	
		3.70" x 4.80" (1/4)	\$225	

「明周刊」尺寸 / Magazine Size - 8.25" x 10.50" (W x H) (寬 x 長)			
Full Page(FP) (全版)	Safety : 7.50" x 9.75"	Trim : 8.25" x 10.50"	Bleed : 8.50" x 10.75"
1/2 Page(HP) Horizontal (橫半版)	Safety : 7.50" x 4.80"	Trim : 8.25" x 5.25"	Bleed : 8.50" x 5.50" (no bleed on top)
1/2 Page(HP) Vertical (直半版)	Safety : 3.70" x 9.75"	Trim : 4.125" x 10.50"	Bleed : 4.375" x 10.75" (no bleed on right/left)
1/4 Page Vertical (1/4版)	Safety : 3.70" x 4.80"		
Center Spread/Fold Page	Safety : 15.75" x 9.75"	Trim : 16.50" x 10.50"	Bleed : 16.75" x 10.75" (全版跨頁出血)

**\* Frequency Discount / 長期刊登折扣優惠**

<p><b>Gloss Paper (銅版紙):</b></p> <ul style="list-style-type: none"> <li>• 13 times(3 months) 10% off</li> <li>• 26 times(6 months) 20% off</li> <li>• 52 times(12 months) 30% off</li> </ul>	<p><b>Newsprint (新聞紙):</b></p> <ul style="list-style-type: none"> <li>• 13 times(3 months) 20% off</li> <li>• 26 times(6 months) 40% off</li> <li>• 52 times(12 months) 50% off</li> </ul>	<p><b>Odd Size (特殊尺寸): 50% Surcharge</b></p> <p>Specified Position (Min. 1/2Page) : 20% Surcharge Specified Page (Min. Full Page) : 20% Surcharge</p>
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*\*Frequency discount only apply to consecutive placements in fixed time period.*

