

## San Francisco Daily Paper Advertising Rate

COLOR 彩色	Position (版位)	Size (尺寸)	Mon.-Thur. (週間)	Fri.Sat..Sun. (週末)	Discount (折扣)	Unit Price Mon.-Thur.	Unit Price Fri. Sat. Sun.	
	A	Wrap (外包)	12x17 (11.3"x17.24")	\$4,800	\$5,800	N/A	----	----
Name Plate (雙頭版頭2個)		3x2 (2.75"x1.49")	\$193.20	\$234	Reg	\$32.	\$39	
Front (頭版)		12x6 (11.3"x6.02")	\$1,368	\$1,652.40	Max 20%	\$19	\$22.95	
Front (頭版)		12x10 (11.3"x10.1")	\$2,400	\$2,880	Max 10%	\$20	\$24	
Back (A底頁)		12x20 (11.3"x20.3")	\$3,360	\$4,056	Max 20%	\$14	\$16.90	
R.O.P (A內頁)		12x10 (11.3"x10.1")	\$1,560	\$1,884	Reg	\$13	\$15.70	
R.O.P (A內頁)		12x20 (11.3"x20.3")	\$3,120	\$3,768	Reg	\$13	\$15.70	
B		Front(B套首頁)	12x5 (11.3"x5")	\$900	\$1,080	Max 20%	\$15	\$18
		Front(B套首頁)	12x6 (11.3"x6.02")	\$1,080	\$1,296	Max 20%	\$15	\$18
		Front(B套首頁)	12x10 (11.3"x10.1")	\$1,800	\$2,160	Max 20%	\$15	\$18
		Front(B套首頁)	12x19 (11.3"x19.01")	\$3,600	\$4,350	N/A	----	----
D		Front(D套首頁)	12x10 (11.3"x10.1")	\$1,440	\$1,740	Reg	\$12	\$14.50
		Front(D套首頁)	12x19 (11.3"x19.01")	\$3,168	\$3,825	N/A	----	----
CEF		Front (CEF套首頁)	12x5 (11.3"x5")	\$720	\$870	Reg	\$12	\$14.50
			12x6 (11.3"x6.02")	\$864	\$1,040	Reg	\$12	\$14.50
			(F套)12x8 (11.3"x8.06")	\$1,152	\$1,392	Reg	\$12	\$14.50
BCDEF		R.O.P (內頁)	12x20(11.3"x20.3") min:12unit	\$2,400	\$2760	Reg	\$10	\$11.50
BD		Name Plate (BD套首頁上方)	8x2(7.5"x1.75") min:4x2	\$368	\$423.20	Reg	\$23	\$26.45
CE	Name Plate (CE套首頁上方)	8x2(7.5"x1.75") min:4x2	\$304	\$349.60	Reg	\$19	\$21.85	
B/W 黑白	A B C D E F	R.O.P	3x2 (2.75"x1.94")	\$40.20	\$46.20	Reg	\$6.70	\$7.70
			3x3 (2.75"x2.96")	\$60.30	\$69.30			
			3x4 (2.75"x3.98")	\$78.00	\$90.00	Reg	\$6.50	\$7.50
			12x20 (11.3"x20.3")	\$1,560	\$1,800			
	Under News (新聞下)	12x5 (11.3"x5") min:6x5 units	\$468	\$540	Reg	\$7.80	\$9.00	

All rates subject to change.

### Frequency Discount / 次數折扣優惠 (placement within 30 days):

4次 or more times	8次 or more times	15次 or more times	22次 or more times	30次 or more times
10%off	20%off	40%off	45%off	50%off

### Prepay Discount / 預付折扣優惠:

5% off for 3 months	7% off for 6 months	10% off for 12 months
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### Extra Charges / 特別費:

Irregular Size: 50% surcharge	Special Page Requests: 20% surcharge and above	Design Fee: 20%
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