

## 2018 World Journal Advertising Rates (NET Prices)

### Display Ads:

#### Front Cover Page (Section A), 4-Color

Size			Price Per Day	
Page	Width	Height	Weekday	Weekend
1/10	11.3"	1.94"	\$168.00	\$192.00
1/5	11.3"	3.98"	\$336.00	\$384.00
3/10	11.3"	6.02"	\$504.00	\$576.00
1/2	11.3"	10.1"	\$840.00	\$960.00

#### Designated Section A and Page B1, 4-Color

Size			Price Per Day	
Page	Width	Height	Weekday	Weekend
1/5	11.3"	4"	\$303.00	\$346.00
1/4	11.3"	5"	\$378.00	\$432.00
1/2	11.3"	10.1"	\$756.00	\$864.00
Full	11.3"	20.3"	\$1512.00	\$1728.00

#### R.O.P., 4-Color

Size			Price Per Day	
Page	Width	Height	Weekday	Weekend
1/10	11.3"	1.94"	\$126.00	\$144.00
1/10	5.6"	3.98"	\$126.00	\$144.00
1/8	5.6"	5"	\$158.00	\$180.00
1/5	11.3"	3.98"	\$252.00	\$288.00
1/4	11.3"	5"	\$315.00	\$360.00
1/4	5.6"	10.1"	\$315.00	\$360.00
1/2	11.3"	10.1"	\$630.00	\$720.00
Full	11.3"	20.3"	\$1260.00	\$1440.00

#### Designated Section A Inside Pages, Black/White

Size			Price Per Day	
Page	Width	Height	Weekday	Weekend
1/10	5.6"	3.98"	\$116.00	\$130.00
1/8	5.6"	5"	\$144.00	\$162.00
1/5	11.3"	3.98"	\$230.00	\$260.00
1/4	11.3"	5"	\$288.00	\$324.00
1/4	5.6"	10.1"	\$288.00	\$324.00
1/2	11.3"	10.1"	\$576.00	\$648.00
Full	11.3"	20.3"	\$1152.00	\$1296.00

#### R.O.P., Black/White

Size			Price Per Day	
Page	Width	Height	Weekday	Weekend
1/10	5.6"	3.98"	\$96.00	\$108.00
1/8	5.6"	5"	\$120.00	\$135.00
1/5	11.3"	3.98"	\$192.00	\$216.00
1/4	11.3"	5"	\$240.00	\$270.00
1/4	5.6"	10.1"	\$240.00	\$270.00
1/2	11.3"	10.1"	\$480.00	\$540.00
Full	11.3"	20.3"	\$960.00	\$1080.00

The ROP ad rate does not allow advertiser to designate the newspaper page nor section of the ad insertion.

**Weekend Rates:** Weekend days/rates include Friday, Saturday, Sunday

**Translation and Design Fees:** Translation and artwork costs are not included