

世界日報大華府版廣告價目表

2017年3月1日

World Journal Advertising Rates of Greater Washington Edition (MD/DC/VA/WV)

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一版新聞下(彩色) Front Page (A1) Monday - Thursday @6.50 Friday-Sunday @7.50		22~12 insertions in one month 40% off	8 insertions in one month 30% off	4 insertions in one month 20% off	2 insertions in one month 10% off	Front Page Top Banner 報頭 (3 x 2)	Monday - Thursday per insertion \$50.00 Friday-Sunday per insertion \$60.00
二版新聞下(彩色) Inside Front (A2) Unit 1 x 1		15 insertions in one month 50% off	12 insertions in one month 40% off	8 insertions in one month 30% off	4 insertions in one month 20% off	2 insertions in one month 10% off	Monday-Thursday @5.00 Friday-Sunday @6.00
內外頁彩色 Unit 1 x 1 Outside/Inside Color		Monthly @53.00	12 insertions in four months 20% off	8 insertions in four months 15% off	4 insertions in four months 10% off	Weekday Monday-Thursday @5.00 Per insertion	Weekend Friday-Sunday @6.00 Per insertion
每日刊登彩色 Color R.O.P.	12U	763.20	隔日刊登彩色 Color R.O.P. every other day in one month	12U	381.60	60.00	72.00
	24U	1,272.00		24U	636.00	120.00	144.00
	36U	1,908.00		36U	954.00	180.00	216.00
	48U	2,544.00		48U	1,272.00	240.00	288.00
	60U 11.3" x 5" Horizontal	3,180.00		60U 11.3" x 5" Horizontal	1,590.00	300.00	360.00
內頁黑白 Unit 1 x 1 Black/White Inside Page		Monthly @31.50	12 insertions in four months 20% off	8 insertions in four months 15% off	4 insertions in four months 10% off	Weekday @3.7 Per insertion	Weekend @4.4 Per insertion
內頁黑白 Black/White Inside Page	6U	189.00	48U	1,512.00	Run of Paper / Non-Fixed Position any inside page 30U以上才能隔日刊登 60U (11.3" x 5" Horizontal)		
	8U	252.00	60U	1,890.00			
	12U	378.00	120U	3,780.00			
	24U	756.00	240U	7,560.00			
C Section Inside Banner 影藝版 Color 15U/30U		Monday-Thursday @\$4.50 Friday-Sunday @\$5.00 Monthly @\$48.00		C Section Inside Banner 影藝版 B/W Unit 1 x 1 15U/30U		Monday-Thursday @\$3.50 Friday-Sunday @\$4.00 Monthly @\$39.00	
影藝外報頭27U(3x9)，平日\$5.63/周末@\$6.25。Unit price for Entertainment Side Banner outside page，weekday@\$5.63/weekend@\$6.25							
B/C/D Section Top Banner 地方/影藝/財經版 Color Unit 1 x 1 8U/12U/16U		Monday-Thursday @\$5.50 Friday-Sunday @\$5.80		D Section Side Banner 財經版Color Unit 1 x 1 18U (2x9)		Monday-Thursday @\$5.20 Friday-Sunday @\$6.00	
1.廣告版面以每單位 1" x 1" 為準，全版為240單位，半版120單位，1/4版為60單位(限橫5批 11.3" x 5" Horizontal)，以此類推。							
2.內外頁彩色短期廣告最小尺寸24單位。內外頁彩色長期廣告最小尺寸12單位、內頁黑白廣告每月隔日刊登最小30單位。							
3.不同尺寸短期廣告欲合併計算次數折扣，外頁需二批以上，內頁黑白需30U以上。頭版廣告不能和其他短期廣告合併次數折扣。							
4.指定外頁廣告版面以短期價加20%指定版面費用，尺寸至少需為當頁廣告版面之半。Special Page Requests: Extra 20% surcharge。							
5.長期價廣告不得指定版面：a.若未刊滿一個月中途叫停需用短期價計算。b.已刊滿一月後中途叫停，並於二週內恢復刊登，方得延用長期價，一張簽單只限一次叫停機會。							
6.黑白/彩色短期廣告得於四個月內以實刊次數累計享4次九折、8次八五折、12次八折、15次七折。黑白/彩色短期廣告預付六個月以上可享5%折扣，但限每週至少上一次之短期廣告。							
7.長期價廣告(限同尺寸刊登同一地區之報紙每日或隔日刊登)預付款折扣：預付三個月5% off、六個月7% off、一年10% off。 ※Prepay Discount(same size/same edition/ long-term): 5% off for 3 months、7% off for 6 months、10% off for 12 months。							
8.世界日報保留拒絕刊登廣告之權利。表列刊價世界日報有權隨時調整，恕不另行通知。※ Rates are subjected to change without prior notice. ※ Color R.O.P. : Non Specified Position any Outside/Inside page							