



2018年10月24日起生效

特殊頁 Special Page		價格 Rate	優惠價 Discount (45% off)	免費贈送 Free of Charge
封面 1 單位 Front Cover 1U		\$15,000	\$ 8,250	One page of Business Directory & One page of Supplement
摺頁 A (總目錄前) Folded Double Page A (Before Table)		\$45,000	\$24,750	Two pages of Business Directory & Two pages of Supplement
摺頁 B (生活資訊前) Folded Double Page B (Before Information)		\$45,000	\$24,750	Two pages of Business Directory & Two pages of Supplement
封面裡 Inside Front Cover		\$20,000	\$11,000	One page of Business Directory & Supplement inside front cover
封面裡旁 (P.3) Inside Front Cover-Right Page		\$20,000	\$11,000	One page of Business Directory & One page of Supplement
封底 Back Cover		\$42,000	\$23,100	One page of Business Directory & Supplement back cover
封底裡 Inside Back Cover		\$11,000	\$ 6,050	One page of Business Directory & Supplement inside back cover
封底裡旁 Inside Back Cover-Left Page		\$10,000	\$ 5,500	One page of Business Directory & One page of Supplement
書側 (封面外側) Spine		\$18,000	\$ 9,900	One page of Business Directory & One page of Supplement
標籤 Tab	前後 2 頁 (2 Pages / Front & Back)	\$18,000	\$ 9,900	One page of Business Directory & One page of Supplement
	左右 2 頁 + 1 頁 (3 Pages / Double Spread+3rd page)	\$20,000	\$11,000	One page of Business Directory & One page of Supplement
標籤後頁 Back of Tab		\$ 5,500	\$ 3,025	One page of Business Directory & One page of Supplement
總目錄前 Before Table of Contents	P.4、5	\$ 9,800	\$ 5,390	One page of Business Directory & One page of Supplement
	P.6、7	\$ 9,200	\$ 5,060	One page of Business Directory & One page of Supplement
	P.8 ~ 29	\$ 7,800	\$ 4,290	One page of Business Directory & One page of Supplement
總目錄旁 P.30 Facing Table of Contents (P.30)		\$ 9,800	\$ 5,390	One page of Business Directory & One page of Supplement
英文/中文索引頁旁 English / Chinese Index 直式 9U Vertical 9U		\$ 6,000	\$ 3,300	One page of Business Directory & One page of Supplement
生活易查索引頁旁 Subject Index 直式 9U Vertical 9U		\$ 6,000	\$ 3,300	One page of Business Directory & One page of Supplement
書邊印章上側 Imprint On Book Top Side		\$ 9,100	\$ 5,000	One page of Business Directory & One page of Supplement
書邊印章下側 Imprint On Book Bottom Side		\$ 9,100	\$ 5,000	One page of Business Directory & One page of Supplement

版位 Position	工商黃頁尺寸 YP Unit	工商黃頁電話簿 內頁價格 Business Directory Inside Page Rate	專刊價格 Supplements Rate	專刊尺寸 Supplements Size	工商黃頁電話簿+專刊價格 優惠價 Business Directory Inside Page Rate + Supplements Discount Rate
內頁彩色 Inside Page (color)	18U	\$1,375	\$1,500	Full Page	\$1,500
	12U	\$ 990	\$1,000	Three Page	\$1,150
	9U	\$ 816.75	\$ 800	Half Page	\$1,000
內頁黑白 Inside Page (B/W)	18U	\$1,188	\$1,300	Full Page	\$1,300
	12U	\$ 858	\$ 900	Three Page	\$1,000
	9U	\$ 693	\$ 700	Half Page	\$ 850

付款方式: ◆ 簽約時, 預付廣告費總額的 30% ◆ 工商黃頁電話簿或專刊完稿後, 需付廣告費總額的 30% ◆ 工商黃頁電話簿出書後, 付清餘款 40%  
注意事項:

- ◆ 凡刊登世界日報工商黃頁電話簿廣告, 除享特殊頁及內頁價優惠外, 加刊任何一期專刊, 則依專刊訂價可享30%優惠, 加刊二期以上專刊可享50%優惠。
- ◆ 刊登工商黃頁電話簿 9U 以上廣告, 可享專刊合併優惠價。
- ◆ 工商黃頁電話簿及專刊內頁廣告加付 20% 之廣告客戶, 可享電話簿及專刊內頁廣告優先之編排順序。
- ◆ 任何廣告版位, 如欲升級版位、尺寸, 均需補足差價。
- ◆ 享有工商黃頁電話簿+專刊優惠價之客戶, 若停刊工商黃頁電話簿廣告, 則須依專刊價格計之。
- ◆ 世界日報保留調整專刊版位及升級之權利, 以及專刊出版、發行月份之權利。

Payment: ◆ 30% down payment at contract signing. ◆ Second 30% at finalizing business directory or supplement ad layout.  
◆ Remaining 40% at issuance of business directory.

Notes:

- ◆ Advertisers of World Journal Business Directory (WJBD) are given 30% off World Journal Supplement (WJS) listed rate in placing one ad in it and 50% off in placing second ad in WJS, in addition to given preferential WJBD special pages and inside pages rates.
- ◆ Advertisers placing ad of 9U or larger in WJBD can apply Special Package Rate for placing ad in WJS.
- ◆ WJBD & WJS advertisers of ad in inside pages paying 20% surcharge are given priority for WJBD & WJS inside pages ad location.
- ◆ For upgrading of ad location or unit size, advertisers must pay for rate difference.
- ◆ Advertisers already given Special Package Rate of WJBD + WJS must go back to WJS rate chart when discontinuing ad placement in WJBD.
- ◆ World Journal reserves the rights to assign and upgrade ad location in WJS, and determine the month(s) of its issuance.