

Advertising Rates & Specifications*

(Effective: January 2015)



ROP	Size	Full Color
Full Page	275mm(H) x 210mm(W)	\$58,000
Half Page Vertical	275mm(H) x 105 mm (W)	\$35,000
Half Page Horizontal	135mm(H) x 210mm(W)	\$35,000
1/4 Page	130mm(H) x 95mm(W)	\$17,500

Special Position	Size	Full Color
Back Cover	275mm(H) x 210mm(W)	\$79,000
Inside Front Cover	275mm(H) x 210mm(W)	\$72,000
Inside Back Cover	275mm(H) x 210mm(W)	\$65,000
Facing Inside Front Cover	275mm(H) x 210mm(W)	\$65,000

- Mechanical Requirements:**

- **Size:** 275mm(H) x 210mm(W)
(Bleed Size: 10 mm bleed size on each size)

- **Film Format:**

- **Cover:** 2400 lpi / 175 dpi
- **Inside:** 2400 lpi / 150 dpi

- **File Format:** 300 dpi

- Important Deadline:**

- **Ad Space Reservation:** 10 working days prior to publication
- **Material Ready:** 6 working days prior to publication

**Contact
our Advertising Consultants**

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* Terms & Conditions refer to Sing Tao Daily Rate Card