

2010 Seattle Chinese Times Advertising Rate
西城時報彩色廣告客戶價目表 Full Color

DISPLAY ADVERTISING

Display Size Paid by Check/Credit Card	1-12 weeks	13-26 weeks	27-52 weeks
Base Price	<i>per week</i>	<i>per week</i>	<i>per week</i>
Full Front page 全版頭頁 Size: (11.5" x 18.5")	\$1,500.00	\$1,400.00	\$1,300.00
Full Back Page 全版尾頁 Size:(11.5" x 20.25")	\$1,300.00	\$1,200.00	\$1,100.00
Full Inside page 全版內頁 Size: (11.5" x 20.25")	\$1,200.00	\$1,100.00	\$1,000.00
Half Front page (1/2 page) 半版頭頁 Size: (11.5" x 9")	\$900.00	\$850.00	\$800.00
Half Back page (1/2 page) 半版尾頁 Size: (11.5" x 10")	\$800.00	\$750.00	\$700.00
Half Inside Page (1/2 page) 半版內頁 Size: (11.5" x 10")	\$750.00	\$700.00	\$600.00
Quarter page (1/4 page) 1/4 版 Size: (11.5" x 5") OR (5.5" x 10")	\$400.00	\$350.00	\$325.00
One Eighth page (1/8 page) 1/8 版 Size: (5.5" x 5")	\$250.00	\$225.00	\$200.00
One Sixteenth page (1/16 page) 1/16 版 Size: (2.7" x 5") (5.5" x 2.5")	\$125.00	\$115.00	\$100.00
One Thirty-second page (1/32 page) 1/32 版 Size: (2.7" x 2.5")	\$65.00	\$60.00	\$50.00

REMARKS:

Deadline: Every Tuesday, 12:00 noon

Photos and logos – please email one week prior to insertion date (image files only)

Electronic file transmission – PDF and JPEG format