

Advertising Rates
Broadsheet – Daily Display Classified Ad

Ad Rate	BW
Per Weekday (Monday – Friday)	\$11.40 per unit
Per Weekend (Sat + Sun)	\$25.40 per unit

- **Minimum Size:** 12 units
- **Maximum Size:** 48 units
- **Minimum Booking:** 1 weekday OR 1 weekend (Sat + Sun)
- **Volume or Frequency Discount:** NOT available
- The above rates apply to **Employment Ad** only

Deadline:

- Booking, e-file :
- 12 noon of the day prior to publication date
- Artwork production service:
- 3 working days prior to publication date

Ad Size	Unit Size H x W	Dimensions H x W (mm)
Basic Unit	1 x 1	25 x 27

Electronic File Accepted:

- See *Production Specification* for details

Terms and Conditions:

- See back page for details

Terms and Conditions of Advertising on Broadsheet **- Daily Display Classified Ad**

1. All insertion orders are accepted on prepayment basis unless prior written credit approval is obtained from Ming Pao Daily News (the Publisher).
2. All cancellation requests must be in writing and cancellation after the booking deadline as set out in the applicable rate card will not be accepted.
3. Positioning of advertisement within each classification is up to the discretion of the Publisher.
4. Artwork amendment or production for Advertising Agency is subject to production fee depending on service requirements.
5. If an Advertiser or Advertising Agency fails to submit material on time, the Publisher reserves the right to repeat a previous advertisement of the correct size or run a house advertisement and Advertiser or Advertising Agency will be responsible for full payment.
6. All advertisements are accepted and published entirely upon the representation that the Advertising Agency and Advertisers are authorized to publish the entire contents and subject matter thereof. In consideration of the publication of advertisements, the Advertiser and Advertising Agency will indemnify and render the Publisher harmless from and against any loss or expense arising out of publication of such advertisement, including, without limitation, those resulting from claims or suits for libel, violation of right of privacy or right of publicity, plagiarism or copyright infringement. In consideration of the Publisher's reviewing for acceptance, or acceptance of, any advertisement for publication, the Advertising Agency and Advertiser agree not to make promotional or merchandising reference to Ming Pao Daily News, in any way except with the expressed written permission of the Publisher for each such use.
7. The Publisher shall not be liable to the Advertiser or Advertising Agency or any other persons for damages or loss resulting directly or indirectly from the advertisement not being published or circulated by the Publisher, its agents, or servant including, without limitations: failure to publish, mistakes, omissions, delays, errors, or defects in colour or print whether or not such damages or loss resulted from a breach of obligations or contract (whether or not such breach is considered to be fundamental), or from negligent tortious or delictual conduct of the Publisher, its servants or agents, or any other act or omissions which might give rise to any cause of action.
8. The Publisher reserves the right to reject or cancel any advertisement for any reason at any time.