

## San Francisco Daily Paper Advertising Rate

COLOR 彩色	Position (版位)		Size (尺寸)	Mon.-Thur. (週間)	Fri. Sat. Sun. (週末)	Discount (折扣)	Unit Price Mon.-Thur.	Unit Price Fri. Sat. Sun.	
	A	Wrap (外包)	12x17 (11.3"x17.24")		\$4,800	\$5,800	N/A	-----	-----
		Name Plate (銀頁版位與之併列)	3x2 (2.75"x1.49")		\$193.20	\$234	Reg	\$32.	\$39
		Front (頭版)	12x6 (11.3"x6.02")		\$1,368	\$1,652.40	Max 20%	\$19	\$22.95
		Front (頭版)	12x10 (11.3"x10.1")		\$2,400	\$2,880	Max 10%	\$20	\$24
		Back (A底頁)	12x20 (11.3"x20.3")		\$3,360	\$4,056	Max 20%	\$14	\$16.90
		R.O.P (A內頁)	12x5 (11.3"x10.1")		\$780	\$942	Reg	\$13	\$15.70
		R.O.P (A內頁)	12x10 (11.3"x10.1")		\$1,560	\$1,884	Reg	\$13	\$15.70
		R.O.P (A內頁)	12x20 (11.3"x20.3")		\$3,120	\$3,768	Reg	\$13	\$15.70
	B	Front (B套首頁)	12x5 (11.3"x5")		\$900	\$1,080	Max 20%	\$15	\$18
Front (B套首頁)		12x6 (11.3"x6.02")		\$1,080	\$1,296	Max 20%	\$15	\$18	
Front (B套首頁)		12x10 (11.3"x10.1")		\$1,800	\$2,160	Max 20%	\$15	\$18	
Front (B套首頁)		12x19 (11.3"x19.01")		\$3,600	\$4,350	N/A	-----	-----	
CD	Front (C套首頁)	12x5 (11.3"x5")		\$720	\$870	Reg	\$12	\$14.50	
	Front (C底頁)	12x8 (11.3"x6.02")		\$1,125	\$1,392	Reg	\$12	\$14.50	
	Front (C套首頁)	12x10 (11.3"x10.1")		\$1,440	\$1,740	Reg	\$12	\$14.50	
	Front (C套首頁)	12x19 (11.3"x19.01")		\$3,168	\$3,825	N/A	-----	-----	
BCD	R.O.P (內頁)	12x5 (11.3"x5") min:12unit		\$600	\$690	Reg	\$10	\$11.50	
	R.O.P (內頁)	12x10 (11.3"x10.1") min:12unit		\$1,200	\$1,380	Reg	\$10	\$11.50	
	R.O.P (內頁)	12x20 (11.3"x20.3") min:12unit		\$2,400	\$2,760	Reg	\$10	\$11.50	
	Name Plate	8x2 (7.5"x1.75") min:4x2		\$368	\$423.20	Reg	\$23	\$26.45	

白黑 B/W	A B C D	R.O.P	3x2 (2.75"x1.94")	\$40.20	\$46.20	Reg	\$6.70	\$7.70
			3x3 (2.75"x2.96")	\$60.30	\$69.30			
			3x4 (2.75"x3.98")	\$78.00	\$90.00	Reg	\$6.50	\$7.50
			12x20 (11.3"x20.3")	\$1,560	\$1,800			
		Under News (新聞下)	12x5 (11.3"x5") min:6x5 units	\$468	\$540	Reg	\$7.80	\$9.00

All rates subject to change.

### Frequency Discount / 次數折扣優惠 (placement within 30 days):

4次 or more times 10%off	8次 or more times 20%off	15次 or more times 40%off	22次 or more times 45%off	30次 or more times 50%off
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### Prepay Discount / 預付折扣優惠:

5% off for 3 months	7% off for 6 months	10% off for 12 months
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### Extra Charges / 特別費:

Irregular Size: 50% surcharge	Special Page Requests: 20% surcharge and above	Design Fee: 20%
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