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MING PAO DAILY NEWS

Canadian Chinese Express (Ming Sheng Bao)

A subsidiary of Ming Pao Newspapers (Canada) Ltd.

Canadian Chinese Express is a FREE weekly Chinese newspaper distributed every Friday in Toronto. To target readers from Mainland China, this paper is printed in Simplified Chinese. CCE aims to present up-to-date summary of news from the past week, insights into local community, current issues in China and around the world, health and lifestyle topics, photos of the week and many more features.

Our website, www.mingshengbao.com is launched to provide updated daily news to our readers, as well another platform for our clients to promote their products and services. Please visit website or call your sales representative for more information.

Ad size	BW	BW + Red	4-color	Dimensions H x W (mm)
Front page				
Full page	/		1888	232 x 256
Special Position				
Outside Back Cover	/		699	278 x 256
Inside Front Cover	/		599	278 x 256
Inside Back Cover/Page 3	/		549	278 x 256
ROP				
Centre Spread	/	/	1238	278 x 540
Spread (2x Full page)	/	/	1058	278 x 540
Full page	399	430	499	278 x 256
Half page (Vertical)	239	259	299	278 x 127
Half page (Horizontal)	239	259	299	138 x 256
¼ Page (Vertical)	130	140	150	138 x 127
¼ Page (Horizontal)	130	140	150	68 x 256
⅛ Page (Horizontal)	65	70	75	68 x 127



Fixed Position Loading: +15%
 Booking: Every Friday prior to publication
 Artwork production Service: Monday by 3 pm prior to publication
 E-file submission: Every Tuesday by 4 pm prior to publication

Note: The above details are subject to change at Ming Pao's discretion without further notice. Effective : August 1, 2018



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