

Ming Pao Newspapers (Canada) Ltd.

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Canadian Chinese Express (Ming Sheng Bao)

A subsidiary of Ming Pao Newspapers (Canada) Ltd.

Founded by Ming Pao Daily News (Canada) Ltd, Canadian Chinese Express is a weekly Chinese newspaper freely distributed every Friday and it is the most popular free Chinese newspaper in Vancouver. The edition target readers from Mainland China using simplified Chinese character-that is used mainly by readers from Mainland China. Canadian Chinese Express will become one of the most informative domestic "Free" weekly newspapers in Vancouver.

Powered by a lean and energetic newsroom, Canadian Chinese Express aims to present up-to-date summary of news from the past week, insights into local community, current issues in China, health issue, lifestyle, photos of the week and issues that is close to the life of Chinese from mainland in Canada.

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.

Advertising Rates:

Effective: Jan 1, 2018

Ad Size	BW	BW + Red	4-color	Dimension H x W (mm)
Front Page				
Full Page	--	--	\$1,688	185 x 256
Back Cover				
Full Page	--	--	\$800	278 x 256
ROP				
Centre Spread	--	--	\$1,350	278 x 530
Full page	\$399	\$430	\$550	278 x 256
Half page (Vertical)	\$239	\$259	\$299	278 x 127
Half page (Horizontal)	\$239	\$259	\$299	138 x 256
1/4 Page (Vertical)	\$130	\$140	\$165	138 x 127
1/4 Page (Horizontal)	\$130	\$140	\$165	68 x 256
1/8 Page (Horizontal)	\$65	\$70	\$85	68 x 127

Fixed Position Loading: +25%

Booking: 7 working days (Friday by 4 pm) prior to publication.

Artwork production Service: 7 working days (Friday by 4 pm) prior to publication

E-file submission: 4 working days (Monday by 4 pm) prior to publication.



Frequency Discount	
4 -10 issues	10%
11-25 issues	20%
26-52 issues	35%