

# ◎ 號角月報 Herald Monthly (Canada West Edition) Advertising Rate Sheet 加西版廣告價目表

Unit 2, 3539 Main Street, Vancouver, B.C. V5V 3N4  
Tel: 604-876-1061 Fax: 604-876-1068 Email: vancouver@cchc.org

Units	Size Width x Height	1 month cost / month	3 months cost/ month	6 months cost /month	12 months cost/ month
2 units	2.75" x 2"	65.00	60.00	60.00	55.00
	4 - colors	75.00	70.00	70.00	65.00
3 units	2.75" x 3"	85.00	85.00	80.00	75.00
	4 - colors	95.00	95.00	90.00	85.00
4 units	2.75" x 4" 5.75" x 2"	105.00	105.00	95.00	90.00
	4 - colors	115.00	115.00	105.00	100.00
6 units	2.75" x 6" 5.75" x 3"	125.00	125.00	120.00	110.00
	4 - colors	135.00	135.00	130.00	120.00
8 units (1/10 pg)	2.75" x 8" 5.75" x 4"	155.00	150.00	145.00	135.00
	4 - colors	165.00	160.00	155.00	145.00
10 units (1/8 page)	2.75" x 10" 5.75" x 5"	185.00	180.00	175.00	170.00
	4 - colors	205.00	200.00	195.00	190.00
14 units	5.75" x 7"	235.00	230.00	225.00	220.00
	4 - colors	255.00	250.00	245.00	240.00
20 units (1/4 page)	5.75" x 10" 11.50" x 5"	275.00	265.00	255.00	250.00
	4 - Colors	380.00	360.00	340.00	320.00
	Back Page Colors	480.00	460.00	430.00	400.00
40 units (1/2 page)	11.50" x 10" 5.75" x 20"	450.00	430.00	410.00	390.00
	4 - Colors	580.00	550.00	525.00	490.00
	Back Page Colors	780.00	740.00	700.00	640.00
(Full page)	11.50" x 20"	650.00	625.00	600.00	575.00
	4 - Colors	980.00	950.00	920.00	890.00
	Back Page Colors	1,280.00	1,220.00	1,160.00	1,100.00

Note: No Tax is required. All prices are in Canadian Dollars and are subject to change without notice.

(Prices effective July 2010)

## TERMS AND CONDITIONS

1. First time client must prepay total fees before the publication date. When payment has not been received by the 25th of the month, the Publisher reserves the right to withhold or withdraw the advertisement. Client must prepay total fees upon receipt of invoice. Post-dated cheques are acceptable for amounts due on later dates. All rates quoted are net.
2. Make cheque payable to **CCHC (Canada) Herald Monthly** or **CCHC**, and include invoice number & month(s) of insertion.
3. Mail cheque to **Chinese Christian Herald Crusades (Canada) Herald Monthly - Unit #2 - 3539 Main Street, Vancouver, BC Canada V5V 3N4**
4. When client terminates the contract prior to the expiration date, charges for all published advertisements are subject to regular rates. The difference of the charges must be settled immediately upon receipt of invoice.
5. When any advertisement or space reservation is cancelled after booking deadline, cancellation and/or composition charges are applied: 50% of insertion fee.
6. Additional 25% charge is applied when special position of advertisement (no front page) is requested. Requested is granted on a first come, first served basis.
7. All advertisements are subject to approval of the Publisher. The Publisher reserves the right to revise, reject, or discontinue any advertisement, and to cancel any advertising contract at any time in its sole discretion without notice and penalty to either party. The Publisher is not liable for the contents of all advertisements.
8. Same original artwork will be used for subsequent advertisements unless special instruction is given in advance by client.
9. All materials produced by the Publisher will remain the property of the Publisher. Copyright of such materials will be owned by the Publisher. The Publisher will not be responsible for returns of materials supplied by client unless return instructions are received in advance.
10. If errors made by the Publisher, in the judgment of the Publisher, materially affect the value of the advertisement, a corrected advertisement will be inserted once without charge and liability. "Make good" insertions will not be granted on minor errors which, in the judgment of the Publisher, do not lessen the value of the advertisement.
11. Late payment charge at the rate of 2% per annum is applied on all amounts remaining unpaid one month after the date of the invoice.
12. NSF cheque charge is applied when a cheque is returned due to insufficient funds.

## DEADLINE

- ◆ Booking deadline: 15th day of the month
- ◆ Copy & design deadline: 18th day of the month (for artwork to be produced by the Publisher)
- ◆ Artwork deadline: 22nd day of the month (to be produced by client). Late charge of 10% of insertion fee is applied for artwork submission after deadline.

## MATERIAL REQUIREMENTS

All copies and type sizes must be clearly written and stated. Logos or illustrations are to be supplied in reproduction quality. Artwork must be supplied in exact sizes as stated.

## MECHANICAL SPECIFICATIONS

B&W: Graphic file (at least 200 dpi, grayscale)      4 Colors: Graphic file (at least 300 dpi, CMYK) in PDF, EPS, TIFF, JEG, CDR format

## ARTWORK

Artwork is either supplied by client as per Publisher's specifications or produced by the Publisher. Artwork production charges for 1/4 page ad is \$200.00; 1/2 page is \$300.00 and full page is \$500.00. For ad smaller than 20 units, there will be no extra cost. Artwork produced by the Publisher will remain the property of the Publisher and may be released for other usages at additional cost. For any revision to be made, there will be additional charges according to the amount of revision required.