

China Daily 2019 Rate Card (RMB)

Position	Format	Size	B/W	Color
	Unit price	4.8cm*1cm	600	980
ROP	Full Page	30.8cm*50cm	180,000	294,000
	Half Page	30.8cm*25cm	90,000	147,000
	Bottom Strip	30.8cm*15cm	54,000	88,200
	Quarter page	15.2cm*25cm	45,000	73,500
	Junior Page	20.4cm*30cm	93,600	152,900
	Ear position	11.8cm*3.2cm	--	8,000
A1	Full Page	30.8cm*41.5cm	--	1,380,000
	Half Page	30.8cm*25cm	--	600,000
	Quarter Page	15.2cm*25cm	--	300,000
	Bottom Strip	30.8cm*15cm	--	352,800
	Top Strip	30.8cm*5cm	--	210,000
A3	Full Page	30.8cm*50cm	--	352,800
	Half Page	30.8cm*25cm	--	176,400
	Bottom Strip	30.8cm*15cm	--	105,800
	Quarter page	15.2cm*25cm	--	88,200
B1	Full Page	30.8cm*46.5cm	--	540,000
	Half Page	30.8cm*25cm	--	176,400
	Quarter page	15.2cm*25cm	--	88,200
	Bottom Strip	30.8cm*15cm	--	105,800
	Top Strip	30.8cm*5cm	--	180,000
	Ear position	10.1cm*3.2cm	--	12,000

- Valid from January 1st, 2019.
- 1col=4.8cm, 2col=10cm, 3col=15.2cm, 4col=20.4cm, 5col=25.6cm, 6col=30.8cm
- Commercial license of advertiser should be provided for ad censor.
- All advertisements should follow China's Advertisement Law and related regulations.
- 10% additional fees will be charged for booking certain pages.
- Booking and material deadline is 5 working days before publication.

EXPOSURE 中国日报 CHINA DAILY
Parades al

By ZHANG KUN
 CHINA DAILY
 The Grand Parade, with performers from more than 60 countries accompanied by futuristic floats, is

