

# Toronto Advertising Rates

## Broadsheet - Property Page

| Package Rate<br>(must be within a week) | 4 - Colour      |
|---|-----------------|
| 3 - day<br>(Fri, Sat, Sun)              | \$450 per block |
| 5 - day<br>(Wed, Thurs, Fri, Sat, Sun)  | \$750 per block |



**Publication:** Broadsheet, News section (subject to availability)  
**Minimum Size:** 1 block  
**Maximum Size:** 12 blocks  
**Maximum Height:** 3 blocks  
**Minimum Booking:** 1 week with the SAME ad layout

- Ad content is limited to resale property listing only.
- Real Estate Agent name, title and company's logo must be included in the ad.
- Ad rates are NET and ad agency commission does NOT apply.

### Deadlines:

- Booking: 2 business days (by 12pm) prior to publication date
- E-file submission: 1 business day (by 12pm) prior to publication date
- Artwork production service: 2 business days (by 12pm) prior to publication date

### Electronic File Accepted:

- See Production Specification for details

### Terms and Conditions:

- See next page for details

| Ad Size                | Unit Size | Dimensions<br>H x W (mm) |
|------------------------|-----------|--------------------------|
| 1 Block                | 1 x 1     | 85 x 71                  |
| 2 Blocks (Horizontal)  | 1 x 2     | 85 x 147                 |
| 2 Blocks (Vertical)    | 2 x 1     | 172 x 71                 |
| 3 Blocks (Horizontal)  | 1 x 3     | 85 x 221                 |
| 3 Blocks (Vertical)    | 3 x 1     | 259 x 71                 |
| 4 Blocks (Horizontal)  | 1 x 4     | 85 x 298                 |
| 4 Blocks (Square)      | 2 x 2     | 172 x 147                |
| 6 Blocks (Horizontal)  | 2 x 3     | 172 x 221                |
| 6 Blocks (Vertical)    | 3 x 2     | 259 x 147                |
| 8 Blocks (Horizontal)  | 2 x 4     | 172 x 298                |
| 12 Blocks (Horizontal) | 3 x 4     | 259 x 298                |

Note: The above details are subject to change at Ming Pao's discretion without further notice.

As of March 2023

