



明報

MING PAO DAILY NEWS

Canadian Chinese Express Classified (Ming Sheng Bao)

A subsidiary of Ming Pao Newspapers (Canada) Ltd.

Founded by Ming Pao Daily News (Canada) Limited in 2007, Canadian Chinese Express (“Ming Sheng Bao”) is a weekly Chinese newspaper freely distributed every Friday in Toronto.

The edition targets readers from Mainland China using simplified Chinese characters. Canadian Chinese Express has become one of the most informative domestic free weekly newspapers in Toronto.

Powered by our 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 and worldwide, health and lifestyle topics, and much more.

Classified Rate Card (effective October 1, 2017)

Number of units	Black & White	Basic Unit Size (1 x 1): 29mm(H)x 32 mm(W) Maximum units (H x W): 9 x 8
1 unit	\$10	
2 units	\$12	
3 units or more	\$5 per unit	

Character Count for Each Unit:

- Headline: Maximum of 6 characters
- Content: Maximum of 45 characters
- Each alphabet, number, punctuation, and space is counted as one character
- Character count applies to bookings of 1 to 3 units only

Deadlines:

- Booking & Artwork Production: Monday prior to publication
- E-file submission: Tuesday by 2pm prior to publication

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

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