

## 2010 广告价格 Advertising Rate, gross

彩色广告 (4C)	US\$		RMB ¥		特殊版位 Premium Positions (minimum 3x)	US\$		RMB ¥	
	3x	6x	3x	6x		US\$	RMB ¥		
整版 Full Page	2,250	2,000	16,900	15,000	封面内页 Cover II	3,500	26,250		
1/2版 Page 横/纵 H/V	1,350	1,200	10,130	9,000	封底内页 Cover III	2,500	16,750		
1/3版 Page 横/纵 H/V	1,000	900	7,500	6,750	封底 Cover IV	4,500	33,750		
1/4版 Page	800	720	6,000	5,400	第一页 P.1	3,500	26,250		
双色 2C less 10%					目录对页 Opp. to Content Page	2,700	20,250		
黑白 B&W less 15%					其他特别位置 Other Specified Positions	add 10% against earned frequency rate			

\* 翻译费用: 100美元/页 Translation charge -US\$ 100 per page or fractional

\* 广告公司可享有15% 佣金折扣 15% ad agency commission to recognized ad agency

## 网上广告价格 Online Advertising

网站 Website



电子快讯 eFocus



电子杂志 eMagazine



网站 Website	横幅 Banner	尺寸 Dimension (pixels, w x h)	大小 Size	US\$	独家 Exclusive	RMB ¥	独家 Exclusive
Leaderboard (all pages)		468 x 60	100k	700	1,500	5,250	11,250
Anchor (all pages)		728 x 90 / 468 x 60	100k	450	1,000	3,380	7,500
Sponsor R1		120 x 120	40k	450	1,000	3,380	7,500
Sponsor R2		120 x 120	40k	400	900	3,000	6,800
Sponsor L1		100 x 100	40k	350	800	2,630	6,000
Sponsor L2		120 x 600	40k	550	1,200	4,130	9,000
Sponsor L3		100 x 100	40k	250	600	1,880	4,500
Sponsor L4		100 x 100	40k	250	600	1,880	4,500
Logos Sponsor (random position)		100 x 50	20k	N/A	300	N/A	2,250
Webinar/ Webcast	Exclusive Sponsor			US\$ 8,000		RMB ¥ 60,000	

(各位置最多可接受三个广告轮转 Maximum 3 sponsors rotate at each spot)

电子快讯 eFocus	位置 Position	尺寸 Dimension (pixels, w x h)	大小 Size	US\$	RMB ¥	格式 Format
Top Banner		728 x 90	60K	800	6,000	JPG/ GIF
Banner 1		300 x 60	30K	600	4,500	JPG/ GIF
Banner 2		300 x 60	30K	500	3,750	JPG/ GIF
Banner 3		300 x 60	30K	500	3,750	JPG/ GIF
Text Ad 1		Max. 110 Chinese words		500	3,750	Word doc.
Text Ad 2		Max. 110 Chinese words		400	3,000	Word doc.
Video Snapshot 1		N/A		500	3,750	N/A
Video Snapshot 2		N/A		500	3,750	N/A
Video Snapshot 3		N/A		500	3,750	N/A

电子杂志 eMagazine	位置 Position	US\$	RMB ¥	备注 Remark
eMagazine download		650	4,875	Per issue (max. two sponsors)
Notice---Sponsor logo		900	6,750	Per issue (exclusive sponsor)
Login page---Text ad		450	3,375	Per month (max. three ads)
Select issue---Sponsor logo		650	4,875	Per month (max. three sponsors)
Refer a friend---Text ad		350	2,625	Per month (max. three ads)
Menu Bar (all pages)---Sponsor logo		800	6,000	Per issue (max. three sponsors)
Enhanced Ad (adding web functions to orig. print ad)		US\$	RMB ¥	备注 Remark
电子广告增值 (加入电子功能)				
Web-link (one) 连结 (一个)		Free 免费		
Web-link (each additional) 连结 (每增加一个)		30	200	
Add-on Flash function 加入Flash 功能		650	5,000	(incl. production 包括制作)
Add-on Button with web-links 加入Button (含连结)		250	2,000	(incl. production 包括制作)
Add-on additional Full Page ad 增加整版广告		650	5,000	(Full page only 只接受整页)