

广告价格 Advertising Rate (美元 US\$)

	1x			3x			6x			9x			12x		
整版 Full Page	3,220	2,840	2,600	3,090	2,720	2,470	2,970	2,600	2,350	2,850	2,470	2,220	2,730	2,360	2,110
2/3 版 Page 横/纵 H/V	2,510	2,140	1,890	2,420	2,040	1,790	2,340	1,960	1,710	2,220	1,850	1,600	2,130	1,760	1,510
1/2 版 Page 岛形 Island	2,350	1,970	1,720	2,260	1,890	1,640	2,170	1,790	1,540	2,070	1,690	1,440	1,980	1,610	1,360
1/2 版 Page 横/纵 H/V	2,260	1,890	1,640	2,170	1,790	1,540	2,080	1,700	1,450	1,990	1,620	1,370	1,910	1,530	1,280
1/3 版 Page 横/纵 H/V	1,780	1,410	1,160	1,730	1,360	1,110	1,680	1,310	1,060	1,620	1,240	990	1,560	1,180	930
1/4 版 Page	1,520	1,150	900	1,490	1,120	870	1,440	1,070	820	1,400	1,020	780	1,350	970	720
1/6 版 Page	1,260	890	640	1,240	870	620	1,210	840	590	1,190	820	570	1,130	750	510

封面内页 Cover II	5,600	第一页 P. 1	4,330	广告公司佣金15% 15% commission to recognized ad agency
封底内页 Cover III	4,330	目录对页 Facing Table of Content	3,960	翻译 Translation charge: US\$100/ page页
封底 Cover IV	5,610	其他特别位置 Other Specified Positions	+10%	

网上广告价格 Online Advertising

网站 Website	横幅 Banner	尺寸 Dimension (pixels, w x h)	大小 Size	月/ Month US\$	No. of Ads to rotate
	R 1	180 x 150	40K	1,400	2
	R 2	180 x 150	40K	1,400	2
	R 3 (skyscraper)	180 x 600	100K	1,400	2
	R 4, 5, 6	180 x 150	60K	500	2
	Leaderboard (top banner)	728 x 90	100K	1,400	3
	Anchor (bottom banner)	728 x 90	100K	1,000	3
	Prime Products ¹ 精品推介 (2 weeks)	140 x 100	60K	400	N/A
	Logo Sponsor ²	160 x 60	20K	300	N/A

1. Product picture on homepage top middle and highlighted text link in product section for two weeks
产品图片在首页的顶部中间，及标示的文字连结在产品栏目中两周

2. Max 15 company logo to be displayed randomly on 10 buttons space
最多15家公司徽标，随机显示10个按钮的空间

*Exclusive banner add 50%, exclusive top/bottom banner add 100%
独家横幅位置增加50%，独家top/bottom 横幅位置增加100%

网站 Website

1. Product picture on homepage top middle and highlighted text link in product section for two weeks
产品图片在首页的顶部中间，及标示的文字连结在产品栏目中两周

2. Max 15 company logo to be displayed randomly on 10 buttons space
最多15家公司徽标，随机显示10个按钮的空间

*Exclusive banner add 50%, exclusive top/bottom banner add 100%
独家横幅位置增加50%，独家top/bottom 横幅位置增加100%

电子快讯 eFocus

位置 Position	尺寸 Dimension (pixels, w x h)	大小 Size	格式 Format	月/ Month US\$
Top Banner	728 x 90	60K	JPG/ GIF	1,400
Banner 1	300 x 60	30K	JPG/ GIF	900
Banner 2	300 x 60	30K	JPG/ GIF	700
Banner 3	300 x 60	30K	JPG/ GIF	700
Text Ad 1	Max. 110 Chinese words		Word doc.	900
Text Ad 2	Max. 110 Chinese words		Word doc.	700
Video Snapshot 1		N/A		1,000
Video Snapshot 2		N/A		1,000
Video Snapshot 3		N/A		700

电子杂志 eMagazine



电子快讯 eFocus

Top Banner 728x90

Banner 1 300x60

Banner 2 300x60

Banner 3 300x60

Text ad 1

Text ad 2

位置 Position	月/ Month US\$	备注 Remark
eMagazine download	650	per issue (max.2 sponsors)
Notice---Sponsor logo	900	per issue (exclusive sponsor)
Login page---Text ad	450	per month (max. 2 ads)
Select issue---Sponsor logo	650	per month (max. 2 sponsors)
Refer a friend---Text ad	350	per month (max. 2 ads)
Menu Bar (all pages)--- Sponsor logo	800	per issue (max. 2 sponsors)
Enhanced Ad (adding web functions to print ad) 电子广告增值(加入电子功能)	月/ Month US\$	备注 Remark
Web-link (one) 连结 (一个)	Free 免费	
Web-link (each additional) 连结 (每增加一个)	30	
Add-on Flash function 加入Flash 功能	650	(incl. production 包括制作)
Add-on Button with web-links 加入Button (含连结)	250	(incl. production 包括制作)
Add-on additional Full Page ad 增加整版广告	650	(full page only 只接受整页)