







2008 Advertising Rates US\$

	6x	3x	1x	Width x Depth mm H: Horizontal V: Vertical
1 Page Full Color	1,560	1,690	1,850	 Standard 190 x 260 Bleed 216 x 281 Trim 210 x 278
1 Page Black/White	1,090	1,180	1,300	
2/3 Page Full Color	1,330	1,440	1,570	 H 194 x 184 V 124 x 255
2/3 Page Black/White	930	1,010	1,100	
1/2 Page Island Full Color	1,170	1,270	1,390	 125 x 194
1/2 Page Island Black/White	820	890	970	
1/2 Page Full Color	1,030	1,120	1,220	 H 194 x 125 V 95 x 255
1/2 Page Black/White	730	790	860	
1/3 Page Full Color	830	900	980	 H 194 x 92 V 62 x 255
1/3 Page Black/White	580	630	690	
1/4 Page Full Color	720	780	850	 H 194 x 68 V 95 x 125
1/4 Page Black/White	500	550	600	
SPECIAL POSITIONS(full page only): Cover 2 +30%, Cover 3 +20%, Cover 4 +40%, Page 1 +15%, Pages 2-11 +10%				

Deadlines

Issue	Ad Deadlines	Film Deadlines	Publication Dates
March	February 21	February 28	March 21
June	May 23	May 30	June 23
September	August 22	August 29	September 22
December	November 19	November 26	December 19

Production Requirements

Mechanical

Electronic file: should be in JPEG format, resolution no less than 300dpi and actual size of the ad.

Bleed size: add 3mm each side. If bleed size wanted, please contact Production Manager at +86-755 8835-0829 or email prepress@ringiertrade.com for details.

If translation or production is required, advertising material should be provided 40 days prior to publication date.

Note: Send advertising materials to:

Production Manager

Ringier Trade Publishing Ltd.

Room 201-8, 2nd Floor, Tower B, Haisong Building, 9 Tairan Road, Futian District, Shenzhen 518040, China

Tel: +86-755 8835-0829 ext.129

Fax: +86-755 8341-7292

E-mail: prepress@ringiertrade.com

Online Ad Rates US\$

Banners & Company Showrooms

HOMEPAGE BANNER	12x	6x	3x
3 horizontal banners: rotating every 6 seconds, 468 x 60 px, max 30 kb, format: fla	1,260	1,420	1,560
2 Vertical banner: 100 x 300 px, max 30 kb, format: fla	770	870	960
Small banner: 100 x 40 px, max 10 kb, format: gif	320	370	400
Expandable banner: 200 x 80 px, max 20k, format: gif	510	580	630
LEVEL 1 BANNER	12x	6x	3x
Vertical banner: 468 x 60 px, max 30 kb	410	470	510
Small banner: 100 x 40 px, max 10 kb	260	290	320
LEVEL 2 BANNER	12x	6x	3x
Horizontal banner: 468 x 60 px, max 30 kb	260	290	310
Small banner: 100 x 40 px, max 10 kb	150	170	190
LEVEL 3 BANNER	12x	6x	3x
Horizontal banner: 468 x 60 px, max 30 kb	130	150	160
Small banner: 100 x 40 px, max 10 kb	100	120	130

- Discount: buy 2 banners per month 10% off, 3-5 banners 20% off, 6 or more 35% off, 50% discount with active magazine contract (min 3x)
- Design/production cost: static in JPG or GIF US\$60 per banner, animated GIF or Flash US\$90

COMPANY SHOWROOM (Total 7

	12x	6x	3x
1 st page: your Company Profile			
Pages 2-7: your Product Profiles	180	220	250

- Product profile: 1 product per page
- Add more product profiles: US\$20 each per month
- Discount: 50% discount on company showroom with active magazine contract (min 3x)

E-Magazine US\$

	12x	6x	3x
Banner	1,080	1,200	1,250
Video	1,080	1,200	1,250
Ticker Tape	540	570	600

E-Newsletter US\$

	12x	6x	3x	1x
	300	320	330	340

Web Seminar US\$

50-74 qualified delegates: US\$ 4,800

75-100: US\$ 6,000

Additional delegate: US\$ 40 per delegate

Ringier Trade Publishing Ltd.

401-405, 4/F New Victory House, 93-103 Wing Lok Street, Sheung Wan, Hong Kong

Tel +852 2369-8788 Fax +852 2869-5919

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Shirley Zhang, Industry research manager, Shirley@ringiertrade.com

Advertising:

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Hong Kong: Annie Chan Email: annie@ringier.com.hk

Taiwan: Kelly Wong Email: kwong@ringier.com.hk

Toll Free Hotline: China: 800-820-0083 Hong Kong: 800-1122-8811

www.industrysourcing.com



E-Direct Marketing Ad Rates US\$

List rental cost US\$ 120 per 1000 names, US\$ 30 per demographic selection. US\$ 50 1x time set up charge

Conference US\$

BRONZE Sponsorship US\$ 3,500
Presentable and overall promotion activities

SILVER Sponsorship US\$ 5,800
Bronze Sponsorship plus 1 page advertorial

GOLD Sponsorship US\$ 11,600
Bronze Sponsorship plus 15 minutes opening speech and 2 pages advertorial