



## China Brief Sponsorship Information for 2008



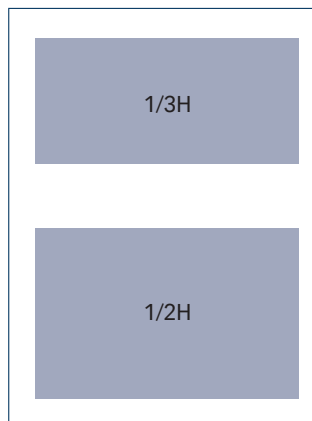
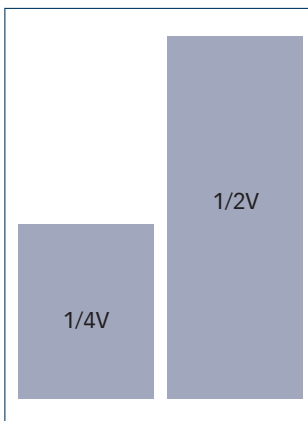
*China Brief* is the official monthly magazine of AmCham-China. It reports on the chamber's members, activities and current issues affecting China.

*China Brief* is distributed to thousands of decision-makers in business, government and media as well as to five-star hotels and clubs in Beijing.

### Rates

Position	RMB per issue	Dimensions (W x H,mm)	Bleeding (mm)
Inside front cover	18,000	210 x 285	+3
Facing inside front cover	20,400	210 x 285	+3
Facing content page	15,400	210 x 285	+3
Full regular page	12,800	210 x 285	+3
Inside back cover	18,000	210 x 285	+3
Facing inside back cover	18,000	210 x 285	+3
Back cover	24,000	210 x 285	+3
1/2 Horizontal	9,000	188 x 121	No
1/2 Vertical	9,000	95 x 247	No
1/3 Horizontal	6,400	188 x 79	No
1/4 Vertical	4,500	95 x 121	No
Insert page	18,000	no bigger than 200 x 275	No

### Specifications



Additional 3mm bleed is required for full-page ad design on all sides

Advertisers must supply the digital artwork using one of the following file formats: EPS (Adobe Illustrator), Tiff, PDF (press quality) or JPEG (high quality)

The digital files' resolution must be 350 dpi or above

Advertisers should supply the digital artwork before the 15<sup>th</sup> of each month

This information sheet is valid from March 2008 through January 2009.

For information about space availability, contact Christine Yu at 8519-1911 / christine@amcham-china.org.cn.

获取具体赞助信息请致电 8519-1911 联系人: 于婧 / christine@amcham-china.org.cn.

## 2008 China Bulletin and AmCham-China Website Sponsorship Information

AmCham-China's weekly China Bulletin is e-mailed to the chamber's more than 2,700 members. It includes must-know information for members including upcoming events, working group meetings and networking opportunities. Sponsorship opportunities include top, middle and bottom banners, and classifieds of up to 70 words.

### Banner Rates

	2 or less than 2 issues (RMB per issue)	3-6 issues (RMB per issue)	7-12 issues (RMB per issue)	more than 12 issues (RMB per issue)
Top banner	3400	2900	2600	2400
Middle banner	2800	2400	2100	1960
Lower banner	2100	1800	1600	1400
Classified	1700	1450	1300	1200

### Banner Specifications



**Top banner**  
 上部位置广告

**Middle banner**  
 中部位置广告

**Lower banner**  
 底部位置广告

**Classifieds**  
 分类广告

Banners: 485 pixels (width) x 95 pixels (height)  
 resolution: 72 dpi in JPEG or GIF formats  
 Classifieds: text content in Word format document, 70 words maximum.

### AmCham-China Website

The home page banner is the premier position on the AmCham-China website. Every day this page captures the attention of China's most influential business leaders. The website is where members go to register for the chamber's upcoming events, learn about current issues facing business in China and connect with fellow members. Home page banner sponsorships are offered in month-long increments and cost RMB 25,000 per month.



**Home page banner**  
 网站广告

Top banner: 752 pixels (width) x 176 pixels (height)  
 resolution: 72 dpi in JPEG formats

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