

广告价格 (人民币)

杂志

广告类型 Ad Size	彩色 Four Color				
	1x	3x	6x	9x	12x
整版 Full Page	32,930	32,250	30,230	28,200	25,200
2/3 版 Page 横/纵 H/V	27,980	27,380	25,650	23,930	21,450
1/2 版 Page 岛型 Island	25,650	25,130	23,630	21,900	19,650
1/2 版 Page 横/纵 H/V	21,450	20,930	19,730	18,300	16,350
1/3 版 Page 横/纵 H/V	16,430	16,130	15,150	14,030	12,530
1/4版 1/4 Page	13,130	12,900	12,150	11,030	10,050
广告公司佣金 Commission to recognized ad agency 15% 翻译 Translation charge: RMB 750/page页					

Advertising Rate (RMB ¥)

Print magazine

特殊版位 Premium Positions	
封面内页 Cover II	39,900
封底内页 Cover III	35,180
封底 Cover IV	48,750
第一页 P. 1	37,130
目录对页 Facing Table of Content	32,930
编辑手记对页 Facing Editor's Note	32,930
其他特别位置 Other Specified Positions	+10%

网站

Website

The image shows a screenshot of the SMTChina website with several ad placement areas highlighted in green boxes and labeled: Leaderboard (top), Rectangle (left sidebar), Half page (middle section), Middle (two small boxes in the middle), Rectangle (bottom section), and Company Logos (bottom right).

位置 Position	网站出现 Appearance	尺寸 Dimension (pixels, w x h)	大小 Size	格式 Format	共享 Shares of inventory	每月 per month	独家 (每月) Exclusive (per month)	
页首横幅 Leaderboard	全网站 Run of Site	728 x 90	60k	JPG, GIF, Flash, animated GIF	3	12,380	24,750	
长方形 Rectangle		300 x 250	40k		8 banners于3个位置随机出现 8 through all 3 positions on page	7,500	不适用 N.A.	
直长方形 Half page (skyscraper)		300 x 600	80k		3	9,000	13,500	
页中横幅 Middle	首页 Home page	300 x 60	30k	JPG, GIF	不适用 N.A.	4 banners于2个位置随机出现 4 through all 2 positions on page	5,250	不适用 N.A.
赞助公司标志 Logo Sponsor		140 x 70	20k				不适用 N.A.	2,630

位置 Position	网站出现 Appearance	尺寸 Dimension (pixels, w x h)	大小 Size	格式 Format	每月 per month								
精品推介 Prime product 1,2,3,4	首页 Home page	140 x 100	30k	JPG, GIF	6,380								
欢迎广告 Welcome ad	全网站 Run of Site	640 x 480	280k	JPG	<table border="1"> <tr> <th></th> <th>一周 One week</th> <th>两周 Two weeks</th> <th>四周 Four weeks</th> </tr> <tr> <td></td> <td>4,050</td> <td>7,650</td> <td>14,480</td> </tr> </table>		一周 One week	两周 Two weeks	四周 Four weeks		4,050	7,650	14,480
	一周 One week	两周 Two weeks	四周 Four weeks										
	4,050	7,650	14,480										

焦点快讯 eFocus (eNewsletter)

位置 Position	尺寸 Dimension (pixels, w x h)	大小 Size	格式 Format	每期 per issue
Top Banner	728 x 90	60k	JPG/GIF	11,780
Banner 1	350 x 180	40k	JPG/GIF	11,780
Banner 2,3,4	350 x 60	30k	JPG/GIF	4,500

电子杂志 eMagazine

	每期 per issue	赞助商 (最多) Sponsors (max)
Sponsor —— Download page 下载页赞助	5,100	2
Text ad —— Login page 登入页——文字广告	3,530	2
Text ad —— Select issue page 选择期刊页——文字广告	3,530	2
电子广告增值 (加入电子功能) Enhanced Ad (adding web functions to print ad)	每期 per issue	备注 Remark
Web-link (one) 连结 (一个)	Free 免费	
Web-link (each additional) 连结 (每增加一个)	230	
Add-on Flash function 加入Flash 功能	5,100	包括制作 incl. production
Add-on Button with web-links 加入Button (含连结)	1,950	
Add-on additional Full Page ad 增加整版广告	5,100	只接受整页 full page only

The image shows a screenshot of the eFocus newsletter. It features a 'Top Banner' at the top, followed by four smaller banners labeled 'Banner 1' through 'Banner 4'. Below the banners are several text articles with headlines in Chinese, such as 'SMT行业进一步向数字化转型' and 'SMT行业: 美国SMT行业现状与可持续发展'.