

广告价格 (美元)
杂志

Advertising Rate (US\$)
Print magazine

| 广告类型 Ad Size | 彩色 Four Color | | | | |
|---|---------------|-------|-------|-------|-------|
| | 1x | 3x | 6x | 9x | 12x |
| 整版 Full Page | 4,390 | 4,300 | 4,030 | 3,760 | 3,360 |
| 2/3 版 Page 横/纵 H/V | 3,730 | 3,650 | 3,420 | 3,190 | 2,860 |
| 1/2 版 Page 岛型 Island | 3,420 | 3,350 | 3,150 | 2,920 | 2,620 |
| 1/2 版 Page 横/纵 H/V | 2,860 | 2,790 | 2,630 | 2,440 | 2,180 |
| 1/3 版 Page 横/纵 H/V | 2,190 | 2,150 | 2,020 | 1,870 | 1,670 |
| 1/4版 1/4 Page | 1,750 | 1,720 | 1,620 | 1,470 | 1,340 |
| 广告公司佣金 Commission to recognized ad agency 15% 翻译 Translation charge: US\$100/ page页 | | | | | |

| 特殊版位 Premium Positions | |
|----------------------------------|-------|
| 封面内页 Cover II | 5,320 |
| 封底内页 Cover III | 4,690 |
| 封底 Cover IV | 6,500 |
| 第一页 P. 1 | 4,950 |
| 目录对页 Facing Table of Content | 4,390 |
| 编辑手记对页 Facing Editor's Note | 4,390 |
| 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 placements highlighted in yellow boxes. The placements include a large Leaderboard at the top, several Rectangle ads in the main content area, Half page ads, Middle ads, and a section for Company Logos at the bottom.

| 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 | 1,650 | 3,300 |
| 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 | 1,000 | 不适用 N.A. |
| 直长方形 Half page (skyscraper) | | 300 x 600 | 80k | | 3 | 1,200 | 1,800 |
| 页中横幅 Middle | 首页 Home page | 300 x 60 | 30k | | 4 banners于2个位置随机出现 4 through all 2 positions on page | 700 | 不适用 N.A. |
| 赞助公司标志 Logo Sponsor | | 140 x 70 | 20k | JPG, GIF | 不适用 N.A. | 350 | 不适用 N.A. |

| 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 | 850 | | |
| 欢迎广告 Welcome ad | 全网站 Run of Site | 640 x 480 | 280k | JPG | 一周 One week | 两周 Two weeks | 四周 Four weeks |
| | | | | | 540 | 1,020 | 1,930 |

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 | 1,570 |
| Banner 1 | 350 x 180 | 40k | JPG/GIF | 1,570 |
| Banner 2,3,4 | 350 x 60 | 30k | JPG/GIF | 600 |

The image shows a screenshot of the eFocus newsletter. It features a Top Banner at the top, followed by four rows of smaller banners labeled Banner 1, Banner 2, Banner 3, and Banner 4. The newsletter content includes various articles and news items related to the SMT industry.

电子杂志 eMagazine

| | 每期 per issue | 赞助商(最多) Sponsors (max) |
|---|--------------|------------------------|
| Sponsor —— Download page 下载页赞助 | 680 | 2 |
| Text ad —— Login page 登入页——文字广告 | 470 | 2 |
| Text ad —— Select issue page 选择期刊页——文字广告 | 470 | 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) | 30 | |
| Add-on Flash function 加入Flash 功能 | 680 | 包括制作 incl. production |
| Add-on Button with web-links 加入Button (含连结) | 260 | |
| Add-on additional Full Page ad 增加整版广告 | 680 | |