

广告价格 (人民币)

杂志

广告类型 Ad Size	彩色 Full 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: RMB750/page 页					

Advertising Rate (RMB¥)

Magazine

特殊版位 Premium Positions	
minimum 3x	
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 screenshot shows the SMTChina website interface with several ad placements highlighted in yellow boxes:

- Leaderboard:** Located at the top of the page.
- Rectangle:** Located below the header, containing product images.
- Half page:** A large rectangular area on the left side of the page.
- Middle:** Two smaller rectangular areas in the middle of the page.
- Rectangle:** A rectangular area on the right side of the page.
- Company Logos:** A row of logos at the bottom of the page.

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	10,430	不适用 N.A.	
直长方形 Half page (skyscraper)		300 x 600	80k		3	12,080	13,500	
页中横幅 Middle	首页 Home page	300 x 60	30k	JPG	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	全网站 Run of Site	140 x 70	20k		不适用 N.A.	2,630	不适用 N.A.	
精品推介 Prime product		140 x 100	30k		6,380	不适用 N.A.		
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	
						4,050	7,650	14,480



## 产品聚焦

- 面向近 15000 多名行业专业人员, 发送你的最新产品信息
  - 通过电子快讯传递, 方便快捷, 直达读者屏幕
  - 读者可直接点击下载, 反馈电邮地址将被收集, 提供给广告客户
- Distribute your latest product information to 15,000 industry professionals
  - Deliver in eNewsletter format, directly to the screens.
  - Readers can easily download, email addresses will be collected and provide to advertisers.

### 产品聚焦价格 (每一单位), 净价

RMB ¥ 3,750 / US\$ 500

稿件的要求:

1. 一张产品图片 (300 dpi), 不接受动态图片
2. 100 个文字描述 (50 English words)
3. 可链接更多内容 ( 请提供信息的 pdf 文件或是链接地址以存放于 SMT China 表面组装技术网站 )
4. 一个用于接收反馈 ( 点击者的电邮地址 ) email 地址, 反馈报告将于产品聚焦外发两周后提供

### Cost (per each resource unit), net

RMB ¥ 3,750 / US\$ 500

Specifications:

1. One picture of 300 dpi or above , animation picture is not accepted
2. About 100 Chinese words as introduction (50 English words)
3. Click for more details (full description in PDF, or web-link host in SMT China website).
4. One email address to receive the leads (email addresses of inquirers). Leads report will be provided two weeks after the distribution

## 焦点快讯

The screenshot shows the eFOCUS website interface with a top banner, navigation menu, and several news articles. The articles include:
 

- 2017国际线路板及电子组装华南展览会
- ALPHA于深圳SMTA华南高科技会议上发表两篇技术...
- 捷能: SMT清洗机
- 三捷: 更专业、更智能的锡膏智能管理系统
- 高米宝米可龙(PLM): 超级微网应对03015印刷
- 锐查科技: PJS-100压电喷射系统

## Product Focus

The screenshot shows the SMT China Product Focus website with several product advertisements:
 

- Leaderboard:** ViscoTec: 精确定涂液膜与保形涂层; Akrometrix: 新的翘曲计量系统 TTSM
- Middle 1:** Koh Young: 面向智能制造的创新软件
- Middle 2:** DEK Stinger: 粘合剂和胶水喷印机 (点胶机)
- Electrolube:** 完整的硅晶圆封装清洗液
- DELO:** 抗刮擦且防水——全能型密封胶

### Banner 价格, 净价 Cost (per each banner), net

位置 Position	尺寸 Dimension (pixels, w x h)	大小 Size	格式 Format	每月价格 per month	
				RMB	USD
页首横幅 Leaderboard	728 x 90	60k	JPG	11,780	1,570
页中横幅 1,2 Middle 1,2	350 x 60	30k		3,750	500

## eFocus (eNewsletter)

位置 Position	尺寸 Dimension (pixels, w x h)	大小 Size	格式 Format	每期 per issue	
				RMB	USD
Top Banner	728 x 90	60k	JPG/GIF	11,780	2,250
Banner 1	350 x 180	40k	JPG/GIF	11,780	1,390
Banner 2,3,4	350 x 60	30k	JPG/GIF	4,500	700

