

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 layout with several ad placement areas highlighted in yellow boxes:

- Leaderboard**: Located at the top of the page.
- Rectangle**: Located below the header, containing several small 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 large 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	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	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

