

广告价格 (美元)

杂志

Advertising Rate (US\$)

Magazine

广告类型 Ad Size	彩色 Full 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	
minimum 3x	
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 screenshot shows the SMTChina website layout with several ad spots highlighted in yellow. The spots include a large Leaderboard at the top, a Half page section with multiple small ads, Middle sections with various banners, and a Company Logos section at the bottom. The website header includes navigation menus and search bars.

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	2,502			
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	1,390	不适用 N.A.			
直长方形 Half page (skyscraper)		300 x 600	80k		3	1,610	1,812			
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	700	不适用 N.A.			
赞助公司标志 Logo Sponsor		140 x 70	20k		不适用 N.A.	340	不适用 N.A.			
精品推介 Prime product		140 x 100	30k		1,010	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	540	两周 Two weeks	1,020	四周 Four weeks	1,930

