

广告价格 / Advertising

广告类型 (4 色) / Space Unit (Four Color)

	RMB		£		€		US\$	
	1x	4x	1x	4x	1x	4x	1x	4x
整版 Full Page	23,100	20,780	1,880	1,690	2,310	2,080	3,080	2,770
2/3 版 横 / 直 2/3 Page H/V	19,730	17,780	1,600	1,450	1,970	1,780	2,630	2,370
1/2 版 岛形 1/2 Page Island	19,730	17,780	1,600	1,450	1,970	1,780	2,630	2,370
1/2 版 横 / 直 1/2 Page H/V	18,150	16,350	1,480	1,330	1,820	1,640	2,420	2,180
1/3 版 横 / 直 1/3 Page H/V	13,280	11,930	1,080	970	1,330	1,190	1,770	1,590

	RMB	£	€	US\$
封面内页 Cover II	33,000	2,685	3,300	4,400
封底内页 Cover III	26,400	2,150	2,640	3,520
封底 Cover IV	34,650	2,820	3,470	4,620
第一页 Page One	33,000	2,685	3,300	4,400
目录对页 Facing Table of Content	27,750	2,260	2,780	3,700
其他特别位置 Other specified positions	+ 10%			

网上横幅广告价格 Online ad Banner Rate

位置 Position	尺寸 Ad Size (pixels)	价格 / 月 Price/ Month			
		RMB	£	€	US\$
Leader Board	728 x 90	10,500	860	1,050	1,400
Home Page Banner	468 x 60	6,680	550	670	890
Home Page Skyscraper	100 x 400	9,150	750	920	1,220
Button Banner	180 x 300	9,150	750	920	1,220
Mid Size Banner	215 x 150	3,980	330	400	530

* 各广告位可同时接受两个广告 All banner spaces allow 2 rotations

位置 Position	尺寸 Ad Size (pixels)	价格 / 月 Price/ Month			
		RMB		US\$	
Welcome Banner	215 x 150	One week	Two week	One week	Two week
		3,750	6,750	500	900
		13,500	1,800		

*File format: JPEG

- (1) Duration of display: 15 sec. or closed by browser
- (2) "Welcome banner" appears one time per day, per browser

电子快讯广告价格 / eFocus ad Rate

位置 Position	尺寸 Ad Size (pixels)	价格 / 月 Price/ Month			
		RMB	£	€	US\$
Leader Board	728 x 90	10,500	860	1,050	1,400
eNewsletter Banner Top	468 x 60	6,680	550	670	890
eNewsletter Banner Middle	468 x 60	6,000	400	600	800
eNewsletter Banner Bottom	468 x 60	4,500	300	450	600

网上横幅广告价格 Online ad Banner Rate

电子快讯广告价格 eFocus ad Rate