

The China Direct Marketing Association



Digital Advertising Package 电子广告投放价目表

Website Homepage Banner 网站首页广告投放

Ad ID 编号	Duration 期限	Non-Member Price 非会员价格 (元/月)	Member Price (50% discount) 会员价 (元/月, 5折优惠)
Banner A (JPG or GIF) 广告位 A Dimensions : 286x74 pixels 尺寸	1 month	2,000 RMB / Month	1,000 RMB / Month
	3 months	1,800 RMB / Month	900 RMB / Month
	6 months	1,600 RMB / Month	800 RMB / Month
Banner B (JPG or GIF) 广告位 B Dimensions : 165x74 pixels 尺寸	1 month	1,500 RMB / Month	750 RMB / Month
	3 months	1,350 RMB / Month	675 RMB / Month
	6 months	1,200 RMB / Month	600 RMB / Month



Advertisement Hotline : 021-62483766

广告投放热线 : 021-62483766

Email Sponsorship Rate (Monthly eNewsletter) 电子月报广告投放

Ad ID 编号	Duration 期数	Non-Member Price 非会员价格 (元/期)	Member Price (50% discount) 会员价 (元/期, 5折优惠)
Banner C (JPG or GIF) 广告位 C Dimensions : 740x120 pixels 尺寸	1 issue	2,000 RMB / Month	1,000 RMB / Month
	3 issues	1,800 RMB / Month	900 RMB / Month
	6 issues	1,600 RMB / Month	800 RMB / Month
Banner D or E (JPG or GIF) 广告位 D 或 E Dimensions : 120x250 pixels 尺寸	1 issue	800 RMB / Month	400 RMB / Month
	3 issues	700 RMB / Month	350 RMB / Month
	6 issues	600 RMB / Month	300 RMB / Month

* Business Tax not included 以上价格不含税, 同时选择两种广告投放可再享受10%折上折的优惠。

* **Extra 10% discount if you take website and EDM advertising at the same time.**

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Digital Advertising Package



Sample for website 网站广告位样本

The screenshot shows the homepage of The China DMA. At the top left is the logo and name 'The China DMA'. Below it are fields for 'User ID' and 'Password' with a 'Login' button. To the right, there are 'The China DMA objectives' listed in three bullet points. A navigation menu on the left includes links for Home, About the China DMA, DMChina 2009, Events, News, Training, Jobs Online (marked 'NEW'), Join Now, User Login, Guidelines, Membership Benefits, DM Resources, and Contact Us. A central banner features a blue background with white text. Below the banner is a 'News' section with a list of articles, each with a small image and a date. At the bottom, two red boxes labeled 'A' and 'B' are placed over the page content.

Sample for EDM (Monthly eNewsletter) 电子月报广告投放样本

The screenshot shows an email client window displaying an e-newsletter. The header includes the sender 'laren@TheChinaDMA.com', recipient 'chester', and date '2009年1月14日 15:03:07'. The main content area features a large red box labeled 'C' at the top. Below it is the 'CHINA DMA' logo and 'Monthly Newsletter' text. The body of the newsletter contains a greeting 'Dear Chester', a welcome message for the 'New Year 2009 newsletter', and a list of 'Upcoming China DMA Events' for January 2009. Two red boxes labeled 'D' and 'E' are placed on the left and right sides of the newsletter content respectively.

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