



ADVERTISING MATERIAL GUIDELINES

Digital Files are Accepted (MAC Format Only)

Illustrator CS4 AI/EPS and InDesign CS4. All images should be saved in CMYK format, 300 dpi resolution at actual print ad size. All linked files and fonts must be included.

Acrobat PDF Files

High resolution PDF must be supplied in actual print ad size with bleed allowance and trim marks. All fonts should be embedded.

Proofs

Two (2) final color proofs are required for all ads.

Bleed Recommendation

Leave 5mm safe area around the ad. Bleed requests must be specified on insertion order. Headlines that cross a spread must be split between words or allow 6mm in gutter.

INSTRUCTIONS FOR UPLOADING AD MATERIALS VIA INTERNET

For PC users

1. Open Internet Explorer 5.0 or higher version
2. Go to <http://www.webhard.net>
3. Enter ID=>leoso@globalsources.com, password=>emedia
4. Click the folder "upload_only" and then upload file accordingly
5. Notify Production Coordinator via email

For Mac Users

1. Open Safari or other explorer
2. Go to <http://www.webhard.net>
3. Enter ID=>leoso@globalsources.com, password=>emedia
4. Click the folder "upload_only" and then upload file accordingly
5. Notify Production Coordinator via email

Important

Server password is confidential and is intended solely for the use of the individual or entity to whom it is addressed. You should not copy or use it for any purpose not connected with your advertising needs, nor should you disclose its contents to any unauthorized person or persons.

Advertising and Marketing in China – Do’s & Don’ts

As a legally registered publication in China, EDN China is regularly advised on official policy and regulations related to advertising by the State Administration for Industry & Commerce. In early 1995, China adopted its first Advertising Law. This law and other regulations introduced a number of practices unique to China.

Overseas marketers should take heed of the following:

NO UNSUBSTANTIATED CLAIMS IN THE ADVERTISEMENTS

Unsubstantiated claims and superlative descriptions are not permitted. Avoid using such phrases as "best", "none can beat..." or "the fastest", etc., unless you have proof. Specify the source of your statistics. Be very careful with data, statistical information, survey results and quotations used in advertisements, and make sure the source is specified.

NATIONAL FLAG OF THE PEOPLE’S REPUBLIC OF CHINA MUST NOT BE USED

DO NOT USE the national flag of People’s of Republic of China in your advertisement. No advertisement is permitted to contain photographs or pictures of the National Flag or National Emblem of the People’s Republic of China, or any mention of the names of Government officials.

NO COMPARATIVE ADVERTISING

No advertisement is permitted to devalue the products or services of other manufacturers or businesses.

NO REFERENCE TO TAIWAN, R.O.C

Government departments and readers in China are highly sensitive to any sovereignty-related issues. Never refer to Taiwan as ROC (Republic of China) in your advertisement. You may say "TAIWAN area", "Taiwan region", "Taiwan China" or "China-Taiwan" instead.

PREFERENCES TO TAIWAN&HONG KONG MUST BE SUBORDINATED TO CHINA, NOT ON AN EQUAL FOOTING

If you are listing your offices in the region, please be careful not to list them as follows: China branch office, Hong Kong branch office, Taiwan branch office; to do so suggests that Hong Kong and Taiwan are equal to and/or separate from China.

The correct way to list such offices is as follows: China-Beijing; China-Hong Kong; China-Taiwan.

When using a map of China as a graphic, be sure to include Taiwan, Hong Kong, Inner Mongolia, Tibet and Hainan.

DATABASE ACCESS

Direct marketing allows you to focus on a precisely defined target market. EDN China can meet your unique needs by renting subscriber database, such as mailing, email, telephone and audience creation services.

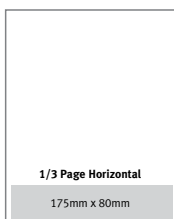
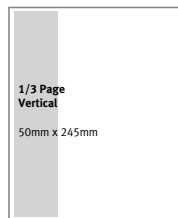
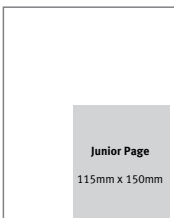
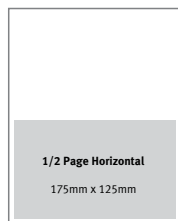
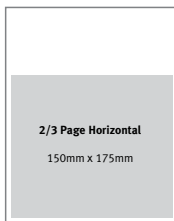
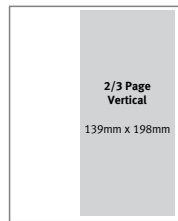
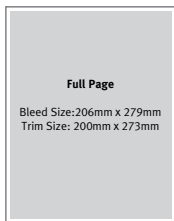
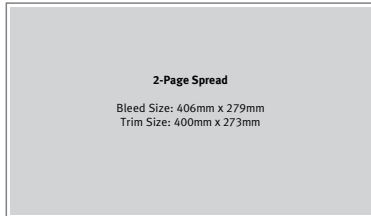
Please contact your EDN Account Executive.

Database Access		Gross Rate (RMB)	Items		Gross Rate (RMB)
Direct Mail Rental		2,560 per 1,000	E-mail rental		3,840 per 1,000
Delivery postage (courier)		At cost	Transmission		1 per name
Label		100 per 1,000	Suppression		2,240
Handling		420 per 1,000	Minimum Order		2,000 names
Envelop		770 per 1,000	Selections	Job Function	70 per 1,000
Split Runs		70 per split		Geographic Analysis	70 per 1,000
Key Coding		20 per 1,000		Business Type	70 per 1,000
Telemarketing Rental		2,560 per 1,000*		Product Specified	70 per 1,000
Other Charges		At cost			

*Rate is for telemarketing list rental only. Quotations for call charges will be provided upon request.



PRINT ADVERTISING RATES



Cover Rates (RMB)	
Cover II	51,810
Cover III	47,940
Cover IV	55,540

- Special positions are available on an irrevocable basis with an extra charge of 10% of earned gross rates
- Plate change charge: RMB3,520 (non-commissionable)
- Matched/metallic color charge: RMB3,520 per page or spread (non-commissionable)
- Advertising agency commission: 15%

Four-Color Rates (RMB)

Ad size	1X	6X	12X	24X
Full page	44,010	41,130	37,120	35,150
2/3 page	33,040	30,790	27,910	26,430
1/2 page, Junior page	26,430	24,400	22,500	21,510
1/3 page	17,650	16,590	15,610	14,700

Ad rates for sizes not stated above are available upon request

Inserts and outserts are available, contact Account Executive for details

Supplement Rates (RMB)	
Cover II	32,340
Cover III	32,340
Cover IV	36,380
FP, 4C	25,870
1/2P, 4C	12,940

Bulletin Board Unit Rates (RMB)	
Full page	18,560
Half page	12,070

Production Services (RMB)	Full Page	Half Page	DSP
Translation	960	640	1,670

Shipping Instructions

All advertising insertions orders, films and other reproduction materials should be clearly marked and mailed or faxed to:

Echo Ruan, Coordinator (Print)

34/F Shenzhen International Chamber of Commerce Tower

No. 168 Fuhua 3rd Road, Futian, Shenzhen 518048, China

Tel: 86-755-8828 2319 Fax: 86-755-8828 2324 eruan@globalsources.com

* If you are not using a courier service, please allow at least two weeks for routine handling of materials by the postal system

CLOSING DATES

Issue	Ad Booking Deadline	Ad Copy Deadline	Publication Date
January	05-Dec 11	15-Dec 11	27-Dec 11
February	30-Dec 11	13-Jan 12	4-Feb 12
March	08-Feb 12	17-Feb 12	29-Feb 12
April	04-Mar 12	15-Mar 12	27-Mar 12
May	05-Apr 12	16-Apr 12	27-Apr 12
June	07-May 12	15-May 12	28-May 12
July	05-Jun 12	15-Jun 12	27-Jun 12
August	05-Jul 12	16-Jul 12	27-Jul 12
September	06-Aug 12	14-Aug 12	27-Aug 12
October	05-Sep 12	14-Sep 12	27-Sep 12
November	08-Oct 12	15-Oct 12	29-Oct 12
December	05-Nov 12	15-Nov 12	27-Nov 12