

MATERIAL REQUIREMENTS

Ad units	Pixels	Ad type	Max Weight/length	Plus Url
Top Banner	690x55	Gif/Flash or third party ad tags	30K	✓
Top Leader	728x90	Gif/Flash or third party ad tags	30K	✓
Top Rectangle_ROS	300x100	Gif/Flash or third party ad tags	30K	✓
Top Boom Box_HP	300x250	Gif/Flash or third party ad tags	30K	✓
Middle Boom Box_ROS	300x250	Gif/Flash or third party ad tags	30K	✓
Middle Rectangle_HP	300x100	Gif/Flash or third party ad tags	30K	✓
Boom Box	300x250	Gif/Flash or third party ad tags	30K	✓
Lower Boom Box	300x250	Gif/Flash or third party ad tags	30K	✓
Text ad banner	468x60	Attractive headline	Max 30 words	✓
Welcome AD	640x480	Gif/Flash or third party ad tags	283K	✓

General Guidelines

- All Flash banners are provided by x fla format & blow CS3 version, and require a clickTag as follows.' on (release) {getURL("clickTAG,"_blank")}
- All ad creative should be sent 3 business days before desired launch date
- Simplified Chinese creative is required; additional cost for translation and layout is RMB520 per banner

All online creatives should be sent to:

Vicky Wei, Production Coordinator (Online)
Tel: (86-10) 5927 1553 vicky.wei@ednchina.com

Advertising and Marketing in China – Do's & Don't

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.