

# Chinese Newsletter Bike-eu.com 2010

## FULL BANNER

### Description

A full banner is a horizontal, rectangular ad format, nearly covering the breadth of the page

### Campaign goal

- Action/conversion
- Branding

### Advantages

- High attention value
- Favorable position (near the content)
- Sufficient space for text and images (horizontal animations)

### Specifications

- 468 x 60 pixels

### Rate

€ 385 (per edition)

## ADVERTORIAL

### Description

An advertorial is a clickable text advert which resembles the editorial content of the site, conveying a more serious character.

### Campaign goal

- Conveying informing
- Enhancing content concerning product or service

### Advantages

- The message has an editorial appearance
- Adding a logo or image is possible
- High click rate

### Specifications

- 200 characters plus logo
- 100 x 50 pixels or 70 x 70 pixels

### Rate

€ 405 (per edition)



## LANGUAGE

The Chinese newsletter is in traditional Chinese

## FREQUENCY

Weekly

## CIRCULATION NEWSLETTER

1,000 subscribers

## COMBINATION RATES REGULAR ENGLISH & CHINESE NEWSLETTERS

Advertorial € 505 + € 325= € 830

Full banner € 485+ € 300= € 785

## MORE INFORMATION

Contact your account manager or our sales team

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