

print

In need of Chinese translation?

- Yes** → English or Dutch InDesign/Photoshop/Illustrator file send to: dtp@chinatimes.nl
 Include: .idml file (if it is InDesign), fonts and images
- No** → Advertisement should be delivered in PDF (print) with special fonts outlined
 → Artwork should include a 7mm bleed and have a margin of 12mm
 → The artwork for the cover page should have 80mm space left from the top for the China Times logo

details

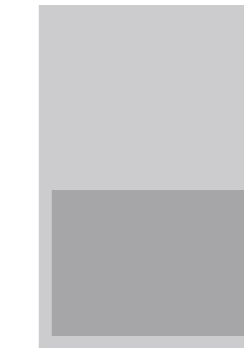
- Prices are excluding 21% VAT
- Cover page and backpage should be reserved at least 2 months before the publication date
- The deadline of the front and backpage is 1 week before the deadline date
- Cover page advertisements need to be approved by China Times before publishing
- Prices include design and translation
- When translation is needed, please send a ZIP-file with the Adobe-document (If it is InDesign please include the .idml-file) with the font and images
- Cancellation of placement order is free of charge 48 hours before publication, otherwise a cancellation fee of 15% of the advertising price will be charged



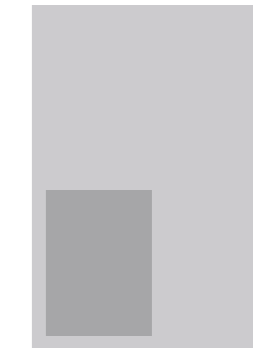
1/1 Cover
 W265 x H380mm
 €2100 excl.



1/1 Full-page
 W265 x H380mm
 €1580 excl.



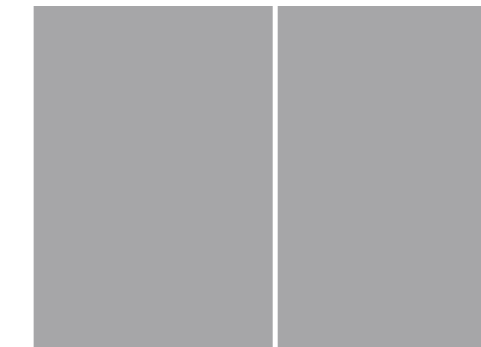
1/2 Inside page
 W240 x H165mm
 €790 excl.



1/4 Inside page
 W132 x H182mm
 €520 excl.



1/1 Backpage
 W265 x H380mm
 €1890 excl.



Spread Center Position
 W530 x H380mm
 €3000 excl.



Interview
 W265 x H380mm
 €920 excl.

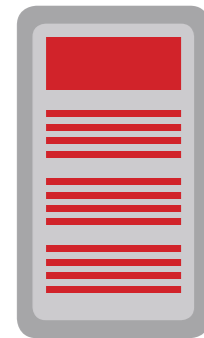


1/1 Report
 W265 x H380mm
 €920 excl.

wechat marketing

WeChat advertising is a strong tool. With a posting frequency of 5 articles a day, China Times' WeChat channel is very active and gaining more and more followers each day. WeChat advertising is perfect for you, if you would like to reach a large group of people in a short period of time. Depending on your brand/product story or target group, we can create a WeChat marketing plan with the right look and feel just for you to get the best results.

- Content and high quality pictures can be send to: dtp@chinatimes.nl
- Facts and numbers can be found on **page 10**
- Prices are excluding 21% VAT
- Price is including design in JPEG or GIF



Premium branded content + top banner

An article of +/- 500 words by our specialist and +/- 3 pictures or GIFs
Banner: W900 x H200px in JPEG or GIF

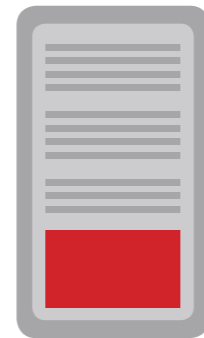
1 post €315 excl.
5 posts €1050 excl.



Top banner

Links to own content or website
Banner: W650 x H200px in JPEG or GIF

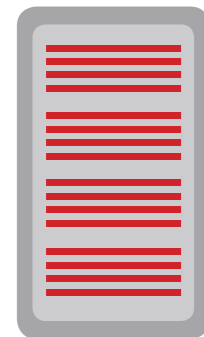
1 post €105 excl.
5 posts €315 excl.



Bottom banner

Links to own content or website
Banner: W650 x H650px in JPEG or GIF

1 post €210 excl.
5 posts €840 excl.



Advertorial

Own content delivery with +/- 3 pictures

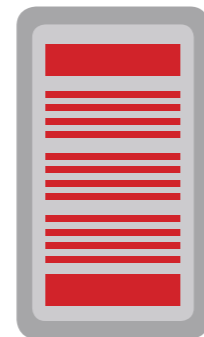
1 post €210 excl.
5 posts €840 excl.



Mini advertisement

Mini advertisement like: searching/hiring/for sale +/- 50 characters with contact details

1 post €20 excl.
5 posts €80 excl.



"Enter and win free tickets!"

Promotional text + banners and images. Share the post or follow us and we will select X amount of winners

1 post €350 excl.
5 posts €1085 excl.

other channels

Want to reach the Chinese before they arrive in the Netherlands? With our office in China we are able to distribute your online news or marketing campaign not only on our WeChat channel, but also through different types of popular Chinese news channels to get maximum views and exposure. Please contact our sales department for more information about this service: sales@chinatimes.nl



mini business ad

Looking to hire new people or do you have something for sale? With a *Mini Business advertisement* you can easily place a seeking or wanting advertisement for a small amount. This page is located at the back of the newspaper. At China Times you have two options for a mini advertisement. You can either choose to put a advertisement in black and white or put an advertisement in color.

Black and white

→ Only textual content, max. 60 Chinese characters.
Ideal for searching, hiring, selling and other small promotions.
Price include translating.

Full-color

→ Full-color advertisement with images and text.
Ideal for promoting restaurants, small businesses or other small promotions.
Price includes design and translation.

black and white

1 Square	2 Squares	4 Squares	6 Squares
W40 x H40mm	W40 x H80mm	W80 x H80mm	W80 x H120mm
1 x €30 excl.	1 x €50 excl.	1 x €85 excl.	1 x €105 excl.
4 x €110 excl.	4 x €183 excl.	4 x €312 excl.	4 x €385 excl.
9 x €230 excl.	9 x €383 excl.	9 x €652 excl.	9 x €867 excl.

Full-color

1 Rectangular	2 Rectangulars	4 Rectangulars	6 Rectangulars
W80 x H40mm	W80 x H80mm	W160 x H80mm	W240 x H80mm
1 x €45 excl.	1 x €80 excl.	1 x €150 excl.	1 x €220 excl.
4 x €165 excl.	4 x €312 excl.	4 x €550 excl.	4 x €807 excl.
9 x €345 excl.	9 x €613 excl.	9 x €1150 excl.	9 x €1687 excl.

combo deals

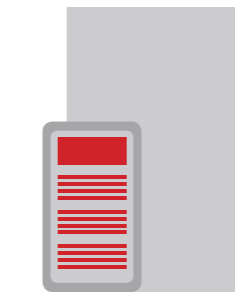
Looking for a nice package deal where you can have the best of both worlds with print & online? Check out our most popular package deals for the best prices and best results. If you still have doubts and you are wondering what kind of deal would suit your company and campaign the best? Please contact our sales team for more information and a tailor-made combo, perfect for your situation.

→ Contact: sales@chinatimes.nl or call: 070 888 88 58
→ Prices are excluding 21% VAT
→ Price is including design for online and print

Basic package

1/1 Full-page ad + premium branded content

- 1 Time print + 1 time WeChat
- Perfect for product/service promotion
- First time reaching Chinese target group



Price regular: ~~€1895~~ Now: **€1600** excl.

Maximum Exposure

1/1 Cover page + premium branded content

- 1 Time print + 3 times WeChat
- Perfect for short term and maximum impact
- Flexible planning 2020



Price regular: ~~€3045~~ Now: **€2580** excl.

All year round package

1/1 Full-page ad + Top banner

- 9 Times print + 3 times WeChat Top banner each week
- Perfect for reminder and recognition
- Get known in the Chinese community



Price regular: ~~€14,535~~ Now: **€12.000** excl.

Small business package

1/2 Page ad + Top banner

- 9 Times print + 3 times WeChat Top banner each week
- Perfect for reminder and recognition
- Perfect for small columns (like law or health)



Price regular: ~~€7425~~ Now: **€6500** excl.

publication dates

Month	Edition	Deadline date	Publication date	Period
Jan	322	09-01-2020	16-01-2020	Chinese New Year (Spring Festival)
Mar	323	27-02-2020	05-03-2020	Women's Day, Lantern Festival
Apr	324	09-04-2020	16-04-2020	May Holiday
May	325	07-05-2020	14-05-2020	Ascension Day (Hemelvaartsdag), Pentecost (Pinksteren)
Jun	326	11-06-2020	18-06-2020	Father's Day, Dragon Boat Festival
Jul	327	09-07-2020	16-07-2020	Summer High Season
Sep	328	10-09-2020	17-09-2020	Mid-Autumn Festival, Golden Week Tourism
Nov	329	29-10-2020	05-11-2020	Single's Day, Black Friday
Dec	330	10-12-2020	17-12-2020	Christmas, New Year

contact

Please contact us if you have more questions about prices, advertising possibilities or other. It is also possible to visit our office in the centre of China Town in the Hague.

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 [chinatimesnl](https://www.chinatimes.nl)

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