CCBC Website

MEDIA KIT 2013

The Canada China Business Council (CCBC) website is the Council's face to its members and others interested in Canada-China bilateral trade and investment. CCBC's website presents a host of Council events, public engagement, insightful analysis and exclusive member content to a highly influential audience everyday. CCBC's website reaches the largest and best-known Canadian and Chinese companies, SMEs, non-profit organizations, entrepreneurs and individuals worldwide.

If you want to increase your brand and exposure in an effective way, advertising on CCBC's website is a highly cost-efficient medium to reach your target audience.

Maximize the Impact of Your Advertisements

CCBC's website receives:

- 10,000+ unique visitors per month
- 4 ads on the website received a total of 793,362 views and 1354 clicks*

CCBC's highly informed and influential digital audience includes:

- 300+ CCBC member companies
- Blue-chip Canadian and Chinese companies
- Chinese state-owned enterprises
- Small and medium enterprises
- Entrepreneurs
- Non-profit organizations
- China watchers and those interested in Canada-China relations

From business sectors such as:

- Financial services
- Legal services
- Manufacturing
- Construction
- Transportation and logistics
- Mining and energy
- Information communications technology
- Services
- Education

* Between November 2011 and April 2012

CCBC WEBSITE AD FORMATS

Small rectangle

- Appear at the bottom left-corner of each webpage
- Available in Flash
- For increased exposure on each page, a new ad will display when refreshed instead of a timed transition

Banner

- Appear at the bottom centre of each webpage
- Available in Flash
- For increased exposure on each page, a new ad will display when refreshed instead of a timed transition

Skyscraper

- Appear at the left side of each webpage
- Available in Flash
- For increased exposure on each page, a new ad will display when refreshed instead of a timed transition

Artwork Specifications:
Resolution: 72 dpi **Colour Format:** RGB

If you have any technical questions about your artwork submission, please contact Garrick Ngai at **416.954.3800 ext 314** or email at **garrick@ccbc.com.**

CCBC TERMS & CONDITIONS

- **All advertising material must be received in correct size and format for website placement.**
- **Billing and Payments**
  - **a** Advertiser shall be liable for payment of all invoices for advertising on CCBC website (hereafter referred to as "Website").
  - **b** Payment must be submitted at time of application to guarantee placement on the Website.
  - **c** Invoiced amounts are payable to CCBC in Canadian funds.
  - **d** Cancellations of advertisements will be accepted, with refunded amount based on the percentage of remaining contract days, minus 20%.
- **All advertising copy is subject to CCBC's approval and CCBC may without notice and without liability, reject, discontinue or omit any advertising for any reason at any time.**
  - **a** Any advertising published on the Website may, in CCBC's discretion, be published and archived by CCBC or anyone authorized by CCBC, as many times as CCBC and those authorized by CCBC wish, in and on any product, media and archive (including anything in print, electronic or other form).
  - **b** All Website ads will appear on every page within the site, with the exception of pages related to Forum Magazine, attachments, events, and press releases. Other exceptions may apply at the discretion of CCBC.
- **Warranties, Indemnities, Limitations**
  - **a** Advertiser shall be liable for all content (including text, representation and illustrations) of any advertising printed. Advertiser shall indemnify CCBC, its affiliates and their respective officers, directors, employees, contractors and agents against any and all liability and costs including any legal fees arising from a breach of this Agreement and/or resulting from the publication of the advertising materials, including without limitation, defamation, illegal competition or trade practice, infringement of trademark, trade name, or copyrights, and violation of rights of privacy, property or contract.
  - **b** CCBC shall not be responsible for errors or omissions in any advertising materials provided by Advertiser (including errors in key numbers) or for changes made to such advertising after the advertisement are published on the Website.
  - **c** Advertiser agrees that the CCBC shall be under no liability for the failure, for any reason, to publish any advertising on its Website.

Advertising reservation form

Name

Position

Company

Address

City Province Postal

Code

Telephone Fax

E-mail Web site

I would like to order the following advertisement space (check off your ad preference).

All advertising material placed is payable at time of reservation by cheque, Visa or MasterCard to the Canada China Business Council. Please notify us if you require an invoice.

For credit card payment, please complete the following:

☐ VISA ☐ MASTERCARD (sorry, no AMEX)

Name on card

Card No Expiry Date

Cardholder's signature

Total amount to be charged

OR, enclose a cheque payable to the Canada China Business Council

MAILING ADDRESS: Canada China Business Council
330 Bay Street, Suite 1501
Toronto, ON, M5H 2S8

Fax completed forms to: 416-954-3806

For more information, please contact **Garrick Ngai** by phone at **416.954.3800 ext 314** or email at **garrick@ccbc.com.**

AD RATES

Creative Format	Pixel Size	Daily Rate	Monthly Rate	Six-Month Rate	Annual Rate
☐ Website Small Rectangle	180 x 150	N/A	☐ $350 + HST	☐ $1995 + HST	☐ $3906 + HST
☐ Website Banner	728 x 90	N/A	☐ $400 + HST	☐ $2280 + HST	☐ $4464 + HST
☐ Website Skyscrapera	120 x 600	N/A	☐ $500 + HST	☐ $2850 + HST	☐ $5580 + HST

Canada China Business Council
Conseil d'affaires Canada-Chine
加中贸易理事会

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