

## 《激光世界》网站 Laser Focus World China Website 内容营销方案 Content Marketing Programs

### 白皮书

在我们的网站上发表技术白皮书，向数以千计的工程师、设计师等读者传递贵公司的专门技术知识。通过发表白皮书可以将公司定位为思想领袖和创新先锋，并能获取高质量的销售资源。

您的白皮书会通过多条渠道推广，包括：

- 在双月刊印刷广告中推广，带有公司Logo。
- 在印刷版杂志作内容推广。
- 第一个月链接置于《激光世界》网站首页。
- 在《激光世界》“eFocus”电邮快讯中做链接广告。
- 在网站白皮书栏目永久存档。
- 通过电邮获取和提供销售资源。

费用：1x RMB ¥ 11,250； 4x RMB ¥ 37,500；  
6x RMB ¥ 49,500； 12x RMB ¥ 90,000



### White Paper

Deliver your company's technical expertise to a targeted audience of thousands of design engineers looking for solutions to design and development challenges. Position your company as a thought leader and innovator and generate high quality leads for your sales team.

Your White Paper is promoted through multiple channels for the first two months, including:

- Promotion in the bimonthly print advertisement with company logo
- Promotion in the print magazine for content promotion
- Link placement on the HOMEPAGE of the Website during the first month
- Link placement in LFWC's "eFocus" E-Newsletters
- In addition, your White Paper is archived in the White Papers section of the Website permanently With all sales leads captured and delivered to you via email.

Cost: 1x RMB ¥ 11,250； 4x RMB ¥ 37,500；  
6x RMB ¥ 49,500； 12x RMB ¥ 90,000

### 视频

视频营销的力量：

- 视频是直观地传达信息的高效方法。
- 使您鹤立鸡群——产生“惊叹”的效果。
- 通过演示您的方案更清晰地传递复杂的信息。
- 增加您的企业视频或产品演示视频的访问量。

您的视频会通过多条渠道推广，包括：

- 在《激光世界》网站首页“新闻”栏目推广。
- 在《激光世界》“视频特写”栏目推广。
- 专门发送电邮推广。

费用：RMB ¥ 11,250



### Video

The Power of Video Marketing:

- An effective way to convey your message in a memorable way
- Stand out in the crowd – create that WOW factor
- Helps to convey complex information more clearly by demonstrating your solution
- Drive traffic to your corporate videos or product demonstration videos

Your Video is promoted through multiple channels, including:

- Promotion in the LFWC's homepage "News" section
- Promotion in LFWC's website's "Featured Video" section
- A dedicated email broadcast promoting your video

Cost: RMB ¥ 11,250

### 在线会议

产生高质量的销售线索。

在线会议可以高效地、不受地域限制地向大量的设计师、工程师、设计经理等听众传递技术、产品信息，提高品牌知名度。

赞助包括：

- 赞助商的高管参加会议
- 在《激光世界》网站上推广
- 在电邮快讯中推广
- 在《激光世界》上推广
- 听众姓名和统计信息
- 赞助商的演讲稿和信息
- 赞助商的Logo出现在所有会议推广资料上：  
Banner广告、电邮邀请函和注册页面
- 直接向《激光世界》读者电邮推广

收益包括：

- 获得高质量的销售线索
- 所有注册听众的完整联系信息
- 潜在的直接跟进联系听众
- 在注册表中添加确认资格的问题
- 会后点播，长期获取销售线索
- 问答环节提供市场洞察力和听众互动

费用：RMB ¥ 37,500 (实时)  
RMB ¥ 26,250 (非实时)



### Webinar

Generate qualified leads.

Webinars are a turnkey, cost-effective way to deliver technical product information to a large, geographically diverse audience of highly qualified design engineers and engineering manager sales prospects. A custom webinar provides great branding opportunities for your company.

Sponsorship includes:

- Sponsor's executives' participation on the panel
- Event promotion on LFWC's website
- Event promotion in email newsletters
- Event promotion in Laser Focus World China
- Attendee names and demographics
- Sponsor's slides and message
- Sponsor's logo on all webinar promotion materials: Banner ads, Email invitations and Registration Page
- Numerous email blasts to LFWC's database

Benefits include:

- Excellent lead generation
- Full contact information provided on all registrants For potential direct follow-up contact with attendees
- Ability to add qualifying questions to the registration form
- Available for "on demand" viewing, providing long-term lead-generation
- Q&A session provides market insight and audience interaction

Cost: RMB ¥ 37,500 (Live Webcast)  
RMB ¥ 26,250 (View on demand Webcast)

### 欢迎广告

网站欢迎广告（也称为封面广告、路障广告）是出现在被访问的页面之前的整版广告。这种广告让浏览器先展示广告一段时间（一般设置为约10秒）然后关闭或者让读者点击跳过，再呈现被访问的页面，因此这种广告是读者一定会看到的广告，但是它每天向每个读者仅呈现一次，以免引起不便。

广告尺寸：800x450或960x540像素

格式：gif、gif动画、jpg、flash

文件大小：小于等于40k

大多数第三方标签式广告都适合作为欢迎广告，但需在投放前做一下测试。

费用：1周 RMB ¥ 4,050； 2周 RMB ¥ 7,650； 4周 RMB ¥ 14,480



### Welcome Ads

Welcome ads (also known as Cover ads or Roadblock ads) are full-page ads that appear on top of the page when arriving at a URL. This unit captures the user's browser for display of the ad and then redirects/closes after a set time (about 10 seconds) or click through, so they have to be viewed. They are programmed to appear only once a day to each user.

Banner sizes: 800x450 or 960x540 pixels

Formats: gif, animated gif, jpg, Flash

File Size: 40k or less

Most third-party Ad tags can be accommodated but require testing prior to deployment.

Cost: 1 week RMB ¥ 4,050； 2 weeks RMB ¥ 7,650； 4 weeks RMB ¥ 14,480