

广告价格 (美元)

Advertising Rate (US\$)

杂志

Print magazine

广告类型 Ad Size	彩色 Four Color		黑白 B/W	
	1x	6x	1x	6x
整版 Full Page	3,540	3,190	2,680	2,400
2/3 版 Page 横 / 纵 H/V	2,710	2,440	2,170	1,960
1/2 版 Page 岛型 Island	2,430	2,220	1,700	1,400
1/2 版 Page 横 / 纵 H/V	2,300	2,070	1,620	1,460
1/3 版 Page 横 / 纵 H/V	1,880	1,700	1,370	1,210
1/4 版 1/4 Page	1,620	1,400	1,100	1,000

广告公司佣金 Commission to recognized ad agency 15%
翻译 Translation charge: US\$105/ page 页

特殊版位 Premium Positions z	
封面内页 Cover II	5,870
封底内页 Cover III	4,340
封底 Cover IV	6,980
第一页 P. 1	5,870
目录对页 Facing Table of Content	4,920
编辑手记对页 Facing Editor's Note	4,920
其他特别位置 Other Specified Positions	+10%

网站

Website

位置 Position	网站出现 Appearance	尺寸 Dimension (pixels, w x h)	大小 Size	格式 Format	共享 Shares of inventory	每月 per month	独家 (每月) Exclusive (per month)	
页首横幅 Leaderboard	全网站 Run of Site	728 x 90	60k	JPG, GIF, Flash, animated GIF	3	1,650	3,300	
长方形 Rectangle		300 x 250	40k		8 banners 于 3 个位置随机出现 8 through all 3 positions on page	1,000	不适用 N.A.	
直长方形 Half page (skyscraper)		300 x 600	80k		3	1,200	1,800	
页中横幅 Middle	首页 Home page	300 x 60	30k	JPG	不适用 N.A.	4 banners 于 2 个位置随机出现 4 through all 2 positions on page	700	不适用 N.A.
赞助公司标志 Logo Sponsor	140 x 70	20k	350			不适用 N.A.		
精品推介 Prime product	140 x 100	30k	850	不适用 N.A.				
欢迎广告 Welcome ad	全网站 Run of Site	640 x 480	280k	JPG	一周 One week	两周 Two weeks	四周 Four weeks	
					540	1,020	1,930	

资源中心 Resources Center

- 面向近 15,000 多名行业专业人员, 发送你的最新产品信息
- 通过电子快讯传递, 方便快捷, 直达读者屏幕
- 读者可直接点击下载, 反馈电邮地址将被收集, 提供给广告客户
- Distribute your latest product information to 15,000 industry professionals
- Deliver in eNewsletter format, directly to the screens.
- Readers can easily download, email addresses will be collected and provide to advertisers.

资源中心价格 (每一单位), 净价 RMB ¥ 3,750 / US\$ 500
稿件的要求:

1. 一张产品图片 (300 dpi), 不接受动态图片
2. 100 个文字描述 (50 English words)
3. 可链接更多内容 (请提供信息的 pdf 文件或是链接地址以存放于激光世界网站)
4. 一个用于接收反馈 (点击者的电邮地址)email 地址, 反馈报告将于资源中心外发两周及四周后提供

Cost (per each resource unit), net RMB ¥ 3,750 / US\$ 500
Specifications:

1. One picture of 300 dpi or above , animation picture is not accepted
2. About 100 Chinese words as introduction (50 English words)
3. Click for more details (full description in PDF, or web-link host in Laser Focus World China website).
4. One email address to receive the leads (email addresses of inquirers). Leads report will be provided two weeks and four weeks after the distribution

资源中心日期 Resources Center date

Jan 19	Feb 27	Mar 23	Apr 20	May 18	Jun 22	Jul 20	Aug 24	Sep 21	Oct 26	Nov 23	Dec 21
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焦点快讯 eFocus (eNewsletter)

The screenshot shows the eFocus newsletter layout. At the top is a 'Top Banner' with a blue background. Below it are four main content banners, labeled 'Banner 1' through 'Banner 4', each with a blue background and white text. The text in the banners includes news about the 2017 medical laser market, a company announcement from '大源激光', and information about 'Mantz' laser products.

位置 Position	尺寸 Dimension (pixels, w x h)	大小 Size	格式 Format	每期 per issue	
				RMB	USD
Top Banner	728 x 90	60k	JPG/GIF	11,780	2,250
Banner 1	350 x 180	40k	JPG/GIF	11,780	1,390
Banner 2,3,4	350 x 60	30k	JPG/GIF	4,500	700

The screenshot shows the LaserFocusWorld China website interface for October 2017. It features a 'Leaderboard' section with two main articles. The first article is titled '新型电动混合 满足工业及科研需求' (New electric hybrid meets industrial and research needs) and features an image of a device. The second article is titled '国内首款教育级激光切割软件 LaserMaker' (Domestic first educational laser cutting software LaserMaker) and features an image of a laser cutting machine. Below these are two smaller sections labeled 'Middle 1' and 'Middle 2', each with a small image and text.

Banner 价格, 净价 Cost (per each banner), net

位置 Position	尺寸 Dimension (pixels, w x h)	大小 Size	格式 Format	每月价格 per month	
				RMB	USD
页首横幅 Leaderboard	728 x 90	60k	JPG	11,780	1,570
页中横幅 1,2 Middle 1,2	350 x 60	30k		3,750	500

