



SHANGHAI BUSINESS MEDIA PUBLICITY RATE CARD

For enquiries, please contact:

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Ad Unit	Duration	Rate (RM)	Ad Size (Desktop)	Ad Size (Mobile)	Format	Placement
Billboard - Home Page	weekly	8,000	970 x 250	320 x 100	JPG / GIF	Website
Videoboard - Home Page	weekly	12,000	Ratio: 16:9	N/A	MP4	Website
Leaderboard - Home Page	weekly	5,000	970 x 90	320 x 50	JPG / GIF	Website
Banner - Home Page	weekly	5,000	468 x 60	N/A	JPG / GIF	Website
Square - Home Page	weekly	5,000	250 x 250	250 x 250	JPG / GIF	Website
Native Ad - Home Page	weekly	7,000	1200 x 627	600 x 600	JPG / GIF	Website
Native Ad - Media Press	weekly	5,000	1200 x 627	600 x 600	JPG / GIF	Website
Native Ad - Business News	weekly	5,000	1200 x 627	600 x 600	JPG / GIF	Website
Event Coverage Content	one-time	3,500	N/A	N/A	.txt	Facebook, Website & Telegram Group
Business Coverage Content	one-time	10,000	N/A	N/A	JPG / .txt	Facebook, Website & Telegram Group
Facebook Post Shoutout	one-time	5,000	250 x 250	250 x 250	JPG / GIF	Facebook & Instagram
Facebook Video Shoutout	one-time	7,000	N/A	Ratio: 9:16	MP4	Facebook & Instagram
EDM Image Post	one-time	5,000	468 x 60	468 x 60	JPG	Enews Letter
EDM Image Post + Content	one-time	7,000	468 x 60	468 x 60	JPG / .txt	Enews Letter
Brand Logo Placement	one-time	2,500	N/A	N/A	PNG	ShangHai Enterprenuer Talk Show

All rates are subject to 6% Service Tax.

All rates and specifications are subject to change.