

# Commercial News<sup>®</sup>

Official Export Promotion Magazine of the U.S. Commerce Department

www.export.gov/cnusa

# USA

## Sell Your Products and Services in China: Advertise in the Next Chinese Language Edition

Simply put, China is buying. If you're ready, China's growing economy presents a tremendous opportunity for U.S. exporters. The country is in the midst of a massive upgrade of its infrastructure and is focused on building a manufacturing equipment and technology base. There is also strong demand from Chinese companies as well as from the central government and multilateral financial institutions.

Commercial News USA, the official export promotion magazine of the U.S. Department of Commerce, is helping U.S. companies do business in China.

Commercial News USA is planning two Chinese language editions in 2006:

- July-August 2006
- November-December 2006

That means advertisers will reach more than 10,000 Chinese readers in addition to the 400,000 readers covered by the English language edition of the magazine. Advertisers in Commercial News USA also will have their Chinese language ads included in the U.S. Exporters Directory on the magazine's Web site at [www.export.gov/cnusa](http://www.export.gov/cnusa)

Commercial News USA has a strong circulation in China. The magazine is regularly disseminated to Chinese companies via our Commercial Services offices in Beijing, Shanghai, Shenyang, Chengdu, Guangzhou and Hong Kong.

Agents are commonly used by U.S. companies entering the Chinese market. Commercial News USA is distributed throughout China to pre-qualified prospects. In addition to reaching buyers in China, Commercial News USA advertisers reach business decisionmakers in 145 countries worldwide.

Commercial News USA is a proven tool for helping American exporters develop new markets.

### Deadlines

**July-August 2006**

**Space Reservations: May 5th**

**Materials: May 12th**

**November-December 2006**

**Space Reservations: September 8th**

**Materials: September 15th**



### Free Bonus for All Commercial News USA Advertisers in the English Language Edition

- Free ad in the Chinese language edition.
- Free translation of your ad copy.
- Free listing online in both Chinese and English.
- Free inclusion in the U.S. Exporters Directory.
- Free listing on the magazine's Reader Service form.
- Free leads from prospective Chinese buyers and partners.
- Free bonus offer: Buy 2 listing ads, get 1 free.

**Reserve Your Space Today**  
Visit [www.export.gov/cnusa](http://www.export.gov/cnusa)  
Call 1-800-581-8533



Official Magazine

## Print Advertising Rates

### Display Advertising (Gross)\*

#### 4-Color

	1X	3X	6X
Full Page (6.83" x 9.38")	\$7,800	\$7,410	\$7,020
2/3 Vertical/Horizontal (4.48" x 9.38") (6.83" x 6.21")	\$5,760	\$5,475	\$5,185
1/2 Page Vertical/Horizontal (3.41" x 9.38") (6.83" x 4.69")**	\$4,890	\$4,650	\$4,405
4/9 Page (4.48" x 6.21")	\$4,020	\$3,820	\$3,620
1/3 Vertical/Horizontal (2.16" x 9.38") (6.83" x 3.04")	\$3,150	\$2,995	\$2,840
2/9 Vertical/Horizontal (2.16" x 6.21") (4.48" x 3.04")	\$2,180	\$2,065	\$1,950
1/9 (2.16" x 3.04")	\$1,605	\$1,490	\$1,375

#### Black & White

	1X	3X	6X
Full Page (6.83" x 9.38")	\$6,420	\$5,930	\$5,620
2/3 Vertical/Horizontal (4.48" x 9.38") (6.83" x 6.21")	\$5,040	\$4,790	\$4,540
4/9 Page (4.48" x 6.208")	\$3,300	\$3,140	\$2,970
1/3 Vertical/Horizontal (2.16" x 9.38") (6.83" x 3.04")	\$2,430	\$2,310	\$2,190
2/9 Vertical/Horizontal (2.16" x 6.21") (4.48" x 3.04")	\$1,950	\$1,835	\$1,720
1/9 (2.16" x 3.04")	\$1,375	\$1,260	\$1,145

**Specifications:** See Page 2

**Premium Cover Positions:** Call for Rates and Availability

**Special Sections and Promotions:** Call for More Information

\*15% Discount to Qualified Advertising Agencies

\*\*One-Half Page Rate Applies Only to Special Sections

### Listing (Net)

4-Color	1X	3X	6X
2/9 Vertical/Horizontal (2.16" x 6.21") (4.48" x 3.04"): 140 words*	\$1,595	\$1,495	\$1,395
1/9 (2.16" x 3.04"): 70 words*	\$1,095	\$995	\$895

#### Black & White

2/9 Vertical/Horizontal (2.16" x 6.21") (4.48" x 3.04"): 140 words*	\$1,395	\$1,295	\$1,195
1/9 (2.16" x 3.04"): 70 words*	\$895	\$795	\$695

\*Plus contact information and graphic

### Web Site Listing

- \$295
- Only Available for Print Advertisers
- Contact Information
- E-mail and Web Site Links
- Same Number of Words as Print Listing
- Logo or Photo

### Web Banner Ad

- \$495/Month
- 100 X 200 Pixels

### Translated Listing

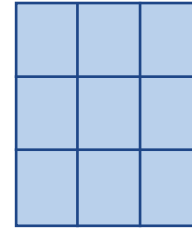
- \$195 per language
- Call for Language Availability

**Advertising Production Services:** \$495

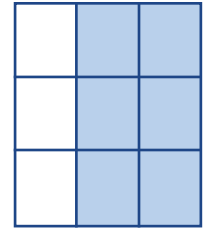
**Closing Deadline:** 60 days prior to publication

**Materials Deadline:** One week after closing

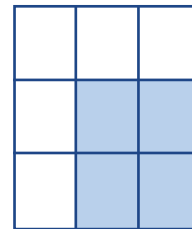
### Frequency Rates



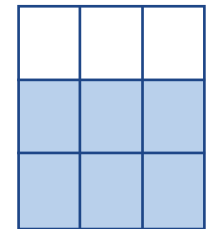
Full Page



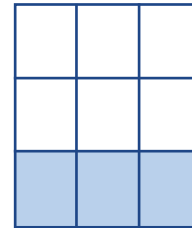
2/3 Vertical



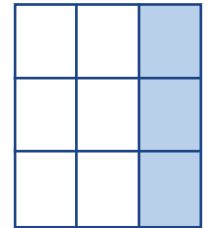
4/9



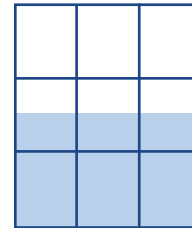
2/3 Horizontal



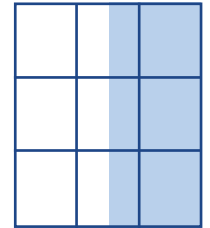
1/3 Horizontal



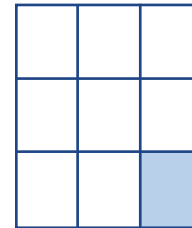
1/3 Vertical



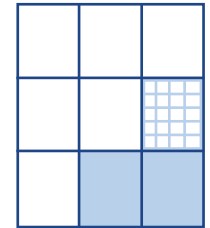
1/2 Horizontal



1/2 Vertical



1/9



2/9

Call Us About Advertising in the Next Issue

ThinkGlobal Incorporated • 3 Olive Street • Northampton, MA 01060  
1-800-581-8533 • E-mail: [cnusa@thinkglobal.us](mailto:cnusa@thinkglobal.us) • [www.export.gov/cnusa](http://www.export.gov/cnusa)