

China Trade Mission Program Book Advertisement

Back Outside Cover	\$1,500
Back Inside Cover	\$1,200
Full Page Ad	\$1,000
1/2 page Ad	\$ 500
1/4 page Ad	\$ 250
Business Card Size	\$ 100
Placement Inside Tote Bag	\$ 250



*Attendees receive discounts to above published rates

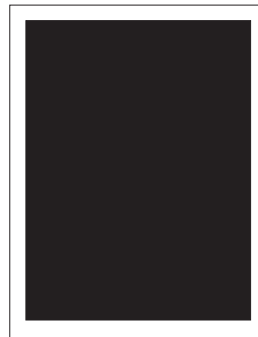
Advertisement Sizes Available

DIRECTORY SPECS

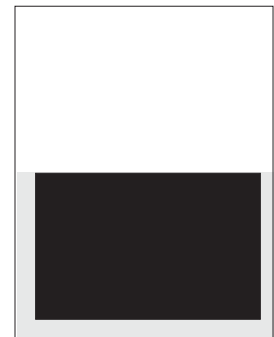
1. Magazine trim size is A4 (210mm x 297mm)
(8.2677" x 11.6929")
2. Magazine is printed at 133-lpi.

AD PREPARATION SPECS

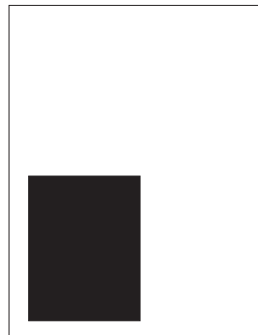
1. Full-color is preferred for all ads (**no additional charge**).
2. Ads must be submitted using Adobe PDF or as a JPEG (Min 300 dpi) Please **DO NOT** create ads in Microsoft Word, WordPerfect, or any other word processing program.
3. Ads **MUST BE PROVIDED** as high-resolution PDF or JPEG files with minimum 300 dpi. The file can be sent via e-mail to spencer@hoo.global. Back Cover should be full bleed as it will be printed to the edge.



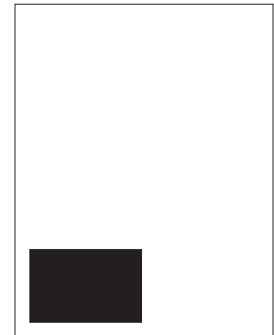
FULL PAGE AD
Bleed: 216mm x 303mm
8.5177" X 11.9429"



1/2 PAGE AD
Bleed: 216mm x 151.5mm
8.5177" X 5.9715"



1/4 PAGE AD
Bleed: 108mm x 151.5mm
4.0789" X 5.9715"



Business Card Bleed:
108mm x 75.75mm
4.0789" X 2.9858"
DO NOT EXCEED THIS