



AustCham Shanghai 2011 Sponsorship
Online sponsorship opportunities exist for AustCham Shanghai's
website and popular E-Cocee weekly newsletter.

Join Us Get Involved

AustCham Shanghai Website
more than 20,700 average hits per month

E-Cooee Newsletter

distributed to more than 4,500 key members
of the Australia-China business community



Do you have a message to deliver? AustCham Shanghai's Website is an excellent channel to promote your products and services. Often the first contact point for people entering Shanghai and Greater China, the AustCham Shanghai website is a vital hub for information exchange and communication. It's a key reference point for people seeking information and news about Australia-China business, events and issues, and has more than 20,700 average hits per month.

AustCham Shanghai's weekly e-newsletter E-Cooee contains the latest news, industry-relevant information and details on upcoming business and social functions for the Australia-China business community. It is distributed to more than 4500 key members of the business community in Shanghai, the greater Yangtze Delta Region and Australia.

*Based on averaged website statistics (AustCham Shanghai website Jan – Dec 2010).

Website or E-Cooee newsletter sponsorship will enable you to communicate your message to:

- | Australians and others doing business in China
- | People based in China doing business in Australia
- | People interested in business in China
- | AustCham Shanghai members and non-members.

To discuss sponsorship opportunities for a short or extended period of time during 2011 please contact Emily Dunn, Communications & Industry Committees Coordinator

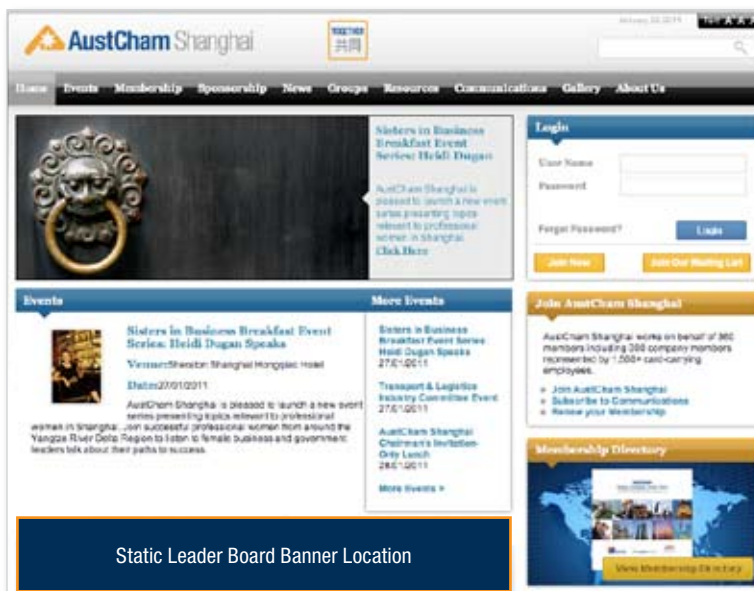
Email emily.dunn@austchamshanghai.com
Phone (+86 21) 6248 8301 x 202
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Suite 1101B, Silver Court, 85 Taoyuan Road
Shanghai 200021 P.R.China

Website Sponsorship 3 Prime Positions Available

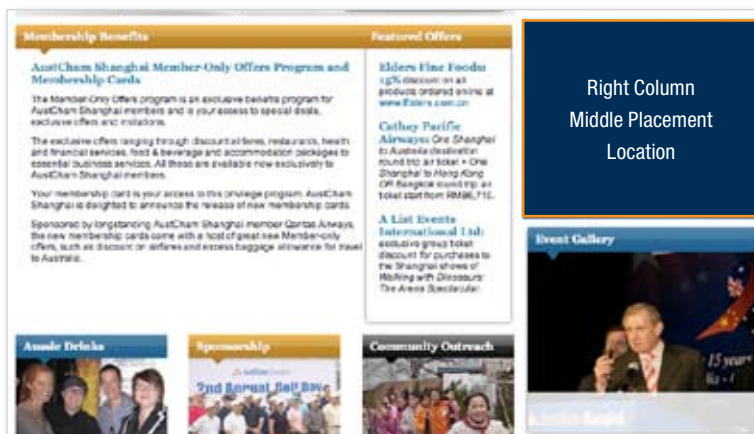
Static Leader Board Banner Home Page & Run-of-Website

- | Leader Board position continues throughout the site, with the exception of member profile pages and sub content pages
- | All banners can be linked to the URL of the sponsor's choice
- | Is not shared with any other sponsor throughout the booked period



Right Column Middle Placement Home Page & Run-of-Website

- | Right Column Middle Placement position continues throughout the site, with the exception of member profile pages and sub content pages
- | All adverts can be linked to the URL of the sponsor's choice
- | Appears in rotation with up to two other sponsors (Maximum of 3 spots available)



Right Column Bottom Placement Home Page Only

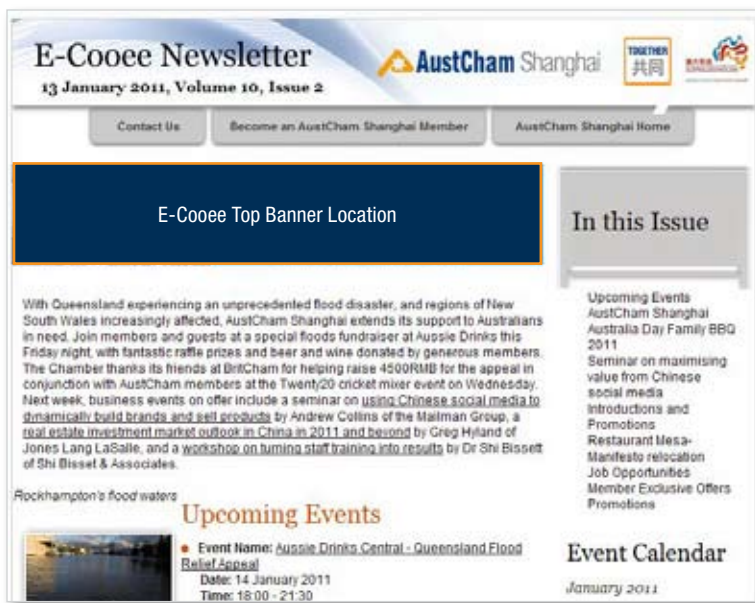
- | Right Column Middle Placement position appears only on the home page
- | All adverts can be linked to the URL of the sponsor's choice
- | Appears in rotation with up to two other sponsors (Maximum of 3 spots available)



E-Coovee Newsletter Sponsorship 2 Prime Positions Available

E-Coovee Top Banner

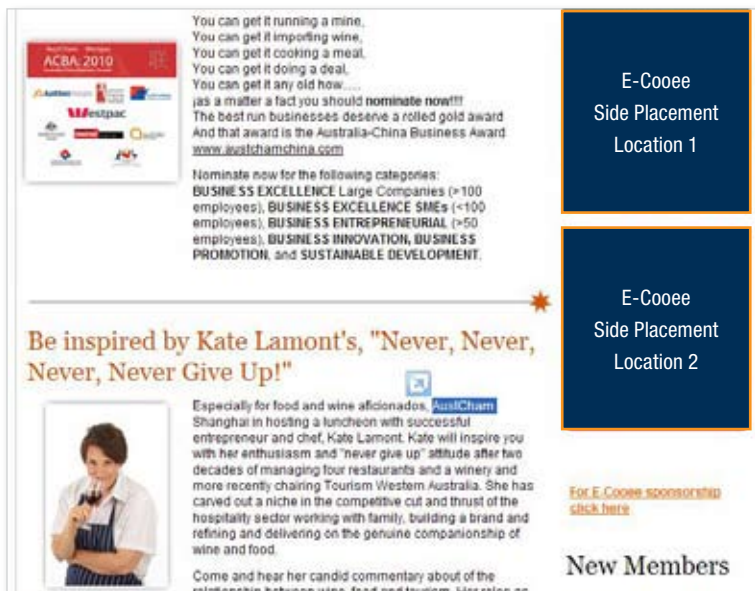
| Banner can be linked to the URL of the sponsor's choice



E-Coovee Side Placement

| Banner can be linked to the URL of the sponsor's choice

| 2 Sponsor spots are available per E-Coovee Newsletter



Website & E-Cooee Newsletter Sponsorship Rates

| Website | Size | Rate per Month | Rate per 3 Months | Rate per 6 Months | Rate per 12 Months |
|---|--------------------------|---------------------------|---------------------------|-----------------------|-----------------------|
| Static Leader Board Banner Home Page & Run-of-Website | 625px wide 90px high | Members RMB 5,000 | Members RMB 14,250 | Members RMB 27,000 | Members RMB 51,000 |
| | | Non-Members RMB 10,000 | Non-Members RMB 30,000 | N/A | N/A |
| Right Column Middle Placement Home Page & Run-of-Website (Maximum of 3 spots available) | 300px wide 250px high | Members RMB 3,200 | Members RMB 9,120 | Members RMB 17,280 | Members RMB 30,600 |
| | | Non-Members RMB 6,400 | Non-Members RMB 19,200 | N/A | N/A |
| Right Column Bottom Placement Home Page Only (Maximum of 3 spots available) | 300px wide 190px high | Members RMB 2,500 | Members RMB 7,120 | Members RMB 13,500 | Members RMB 25,500 |
| | | Non-Members RMB 4,500 | Non-Members RMB 12,800 | N/A | N/A |
| E-Cooee Newsletter | Size | Rate per Month | Rate per 3 Months | Rate per 6 Months | Rate per 12 Months |
| E-Cooee Banner (Top) | 500px wide 95px high | Members RMB 6,500 | Members RMB 18,500 | Members RMB 35,100 | N/A |
| E-Cooee Placement (Right) (Maximum of 2 spots available) | 176px wide 190px high | Members RMB 3,500 | Members RMB 9,970 | Members RMB 18,900 | Members RMB 37,800 |

Terms & Conditions:

- Website & E-Cooee newsletter sponsorship is available exclusively to AustCham Shanghai Small Business, Corporate and Associate member companies. Sponsorship is contingent on membership status: expired members will have website sponsor image removed upon membership expiry. Strictly no refunds.
- Website sponsorships are for a minimum of one month and maximum of one year but may be renewed upon request by the member on a space available basis.
- Under Chinese regulations sponsored images cannot include specific prices.
- AustCham Shanghai reserves the right to refuse or withdraw any sponsorship at its discretion.
- Each member company is solely responsible for their sponsorship content. AustCham Shanghai is not responsible for any errors in sponsorship content. Advertisements should be checked by the submitting group prior to placement.
- AustCham Shanghai is not responsible for any loss or damage to any materials provided to AustCham Shanghai.
- Contracts for sponsorship cannot be cancelled, once signed and submitted.
- All sponsorship is confirmed in writing by AustCham upon receipt of this application.
- Following approval full payment must be received within seven days or receipt of invoice, which is sent following approval by AustCham Shanghai of application. Images will not be uploaded until full payment is received.
- One change to website sponsor image per month is permitted. Charges apply to additional changes.
- Sponsorships will be allocated on a first-come first-served basis.
- The sponsor will be responsible for ensuring that sponsorship images and details comply with all applicable regulations.
- As AustCham Shanghai seeks to provide equal opportunities for all member companies, industry exclusivity is not available and new sponsors will be given priority over renewals.
- Where the sponsorship space is rotating, member companies may only book one window in the rotation.
- AustCham Shanghai reserves the right to amend, change or vary these conditions at its discretion.