

# Advertising & Sponsorship Rates 2009



## Publications Advertising

### Taiwan Business TOPICS

Position & Rates \* (in NT dollars)

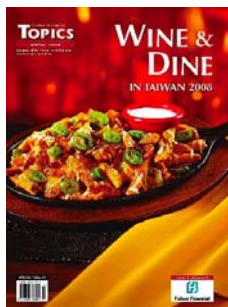
|                           |         |
|---------------------------|---------|
| Cover Sponsorship         | 220,000 |
| Facing Editorial Page     | 68,000  |
| Advertorial               | 115,000 |
| Full-Color Page           | 57,000  |
| Two-Page Spread           | 107,000 |
| Inside Back Cover         | 85,000  |
| Facing Inside Back Cover  | 70,000  |
| Inside Front Cover        | 97,000  |
| Facing Inside Front Cover | 97,000  |
| Back Cover                | 110,000 |
| ½ Page                    | 32,000  |

### Membership Directory

Position & Rates (in NT dollars)

|   |         |
|---|---------|
| Bookmark                                  | 150,000 |
| Inside Front of Facing Inside Front Cover | 120,000 |
| Full-Color Page                           | 65,000  |
| Two-Page Spread (Fourth & Fifth Page)     | 107,000 |
| Two-Page Spread (Inside Page)             | 57,000  |
| Facing Table of Contents                  | 90,000  |
| Next to Chapter Dividers                  | 70,000  |
| Inside Back Cover                         | 90,000  |
| Facing Inside Back Cover                  | 80,000  |
| Back Cover                                | 130,000 |

\* Discount is available for featuring multiple ads throughout the year



## Event Sponsorship

### AmCham Hsieh Nien Fan 謝年飯

**Bronze Sponsorship (10 Available)**  
80,000 cash + 36,000 table = 116,000

**Silver Sponsorship (3 Available)**  
110,000 cash + 36,000 table = 146,000

**Gold Sponsorship (1 Available)**  
150,000 cash + 36,000 table = 186,000

### The American Ball

**Silver Sponsorship (6 Available)**  
25,000 cash + 36,000 table = 61,000

**Gold Sponsorship (3 Available)**  
50,000 cash + 36,000 table = 86,000

**Diamond Sponsorship (1 Available)**  
100,000 cash + 36,000 table = 136,000