



ONLINE PROMOTIONS – Website Exposures

Why Advertise with AmCham?

The majority of our members are senior executives of many foreign companies, which means your message reaches the decision-makers within organizations. Many newcomers to Taiwan also log onto our website to find out more about living and doing business in Taiwan. Our Taiwan Business TOPICS articles are all available online for the viewing pleasure of members and non-members. Not only do your messages get across to nearly 1,000 members, but several hundred non-members as well.

Facts about AmCham Taipei

- 900 members representing 480 multinational companies
- 39% are CEOs, 39% from Senior Management, 13% from Middle Management
- 60% ROC citizens
- Average age from 40 - 50
- 26% are Female executives

Facts about AmCham Website

- Average visitor per day: 1,400
- Average page per month: 1,360,397
- Google Page Ranking: 5 / 10
- Main visitors: AmCham members, Business Executives, Governors and Scholars
- Visitors from: Taiwan(23%), Asia(15%), United States(2%), Network(25%), US Commercial(16%), Others(19%)

Banner Advertisement on Homepage:

With the purchase of *Taiwan Business TOPICS* advertisement, advertiser will receive special discount



Position 1	1 available	468(w) x 60(h) pixels
3 Months	<input type="checkbox"/> Member	NT\$22,500
	<input type="checkbox"/> No Member	NT\$27,500
6 months	<input type="checkbox"/> Member	NT\$40,500
	<input type="checkbox"/> No Member	NT\$45,500
12 months	<input type="checkbox"/> Member	NT\$72,500
	<input type="checkbox"/> No Member	NT\$77,500

Position 2 A/B	2 available	160(w)x 200(h) pixels
3 Months	<input type="checkbox"/> Member	NT\$18,000
	<input type="checkbox"/> No Member	NT\$23,000
6 months	<input type="checkbox"/> Member	NT\$32,500
	<input type="checkbox"/> No Member	NT\$37,500
12 months	<input type="checkbox"/> Member	NT\$52,000
	<input type="checkbox"/> No Member	NT\$57,000

Position 2 C/D	8 available	160(w)x 200(h) pixels
3 Months	<input type="checkbox"/> Member	NT\$16,500
	<input type="checkbox"/> No Member	NT\$21,500
6 months	<input type="checkbox"/> Member	NT\$30,000
	<input type="checkbox"/> No Member	NT\$35,000
12 months	<input type="checkbox"/> Member	NT\$42,000
	<input type="checkbox"/> No Member	NT\$47,000

Position 3 A/B	2 available	435(w)x 120(h) pixels
3 Months	<input type="checkbox"/> Member	NT\$15,500
	<input type="checkbox"/> No Member	NT\$20,500
6 months	<input type="checkbox"/> Member	NT\$28,000
	<input type="checkbox"/> No Member	NT\$33,000
12 months	<input type="checkbox"/> Member	NT\$40,000
	<input type="checkbox"/> No Member	NT\$45,000

Format	Jpeg or Gif	
Resolution	72 pixels per inch	

Other Sections of the AmCham Web Site

With the purchase of *Taiwan Business TOPICS* advertisement & the Homepage Banner, advertisers receive special discount



The screenshot shows the AmCham Taipei website interface. The top navigation bar includes 'AmCham', 'About Us', 'Membership', 'Events', 'Committees', 'Government & Public Affairs', 'Publications', and 'About Taiwan'. The 'About Taiwan' section is active, displaying a search bar and a list of links: 'Doing Business', 'For Americans in Taiwan', and 'Life in Taiwan'. Below this, there are several featured advertisements and informational links, including 'SANTA FE RELOCATION SERVICES', 'NTU Global MBA', 'Taiwan What's UP E-Newsletter', 'theCenter', and 'International Community Radio Taipei (ICRT)'. A 'Position 4' and 'Position 5' are highlighted in red text on the right side of the page.

Position 4	160(w)x 200(h) pixels	
6 months	<input type="checkbox"/> Member	NT\$6,500
	<input type="checkbox"/> No Member	NT\$8,000
12 months	<input type="checkbox"/> Member	NT\$10,000
	<input type="checkbox"/> No Member	NT\$12,500
Options		
	<input type="checkbox"/> About AmCham	<input type="checkbox"/> Government & PR
	<input type="checkbox"/> Membership	<input type="checkbox"/> Publication
	<input type="checkbox"/> Events	<input type="checkbox"/> About Taiwan

Position 5	Logo + Text description – AmCham Member ONLY	
6 months	<input type="checkbox"/> Member	NT\$13,000
	<input type="checkbox"/> No Member	NT\$16,000
12 months	<input type="checkbox"/> Member	NT\$20,000
	<input type="checkbox"/> No Member	NT\$25,000
Options		
	<input type="checkbox"/> Committees	<input type="checkbox"/> About Taiwan

You AmCham Contact:
 Irene Tsao
 曹玉佳
 Manager Publications Sales & Marketing
 Tel: 886-2-2718-8226 Ext. 214
 irenetsao@amcham.com.tw