



# AmCham Online Promotions

Website Exposures

P.3&4

AmCham Jobsite Exposure

P.5

Email Broadcasting Service (eDM)

•P.6

Weekly Event Reminder

•P.7

\* The rate sheet is valid through year 2012 \*

---

## Your AmCham Contact

Irene Tsao 曹玉佳

Manager Publications Sales & Marketing

Tel: 886-2-2718-8226 Ext. 214

[irenetsao@amcham.com.tw](mailto:irenetsao@amcham.com.tw)

## Why Advertise with AmCham Taipei?

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 thousands non-members as well.

### Facts about AmCham Taipei

- 940 members representing 500 multinational companies
- 40% are CEOs, 45% from Senior Management, 11% from Middle Management
- 58% ROC citizens
- Average age from 40 - 50
- 28% are Female executives

### Facts about AmCham Website

- Average visitor per day: 1,280
- Average hits per month: 1,995,023
- 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%)

### Facts about AmCham Jobsite

AmCham's 500 member companies as well as more than 900 members will use this channel to search for talents or to apply for jobs via this site. Ideal for company branding, recruitment announcement or training programs promotions.

### Marketing Channels

1. AmCham Website Banner Exposures
2. AmCham Jobsite Banner Exposures
3. Email Broadcasting Services
4. Weekly Events Reminder

# Website Exposures



**Banner Advertisement on Homepage:**  
 With the purchase of *Taiwan Business TOPICS* advertisement, advertiser will receive special discount

The screenshot shows the AmCham Taipei website homepage. Key sections are highlighted with colored boxes and labels:

- Position 1:** A red box highlights the 'Upcoming Events' section, specifically the 'White Paper' link.
- 2A:** A blue box highlights the 'AnCham Online Membership Directory' section.
- 2B:** A blue box highlights the 'AnCham 2010 White Paper Luncheon' section.
- 2C:** Green boxes highlight the 'Read more...' links for the 'White Paper' and 'Hsieh Nien Fan 2010' sections.
- 2D:** Green boxes highlight the 'Read more...' links for the 'Hsieh Nien Fan 2010' and 'Other VIP Guests' sections.
- 3A:** An orange box highlights the 'AnCham Annual CSR Forum' section.
- 3B:** An orange box highlights the 'World Vision Global Ambassador Dean Hsieh' section.

Position 1	1 available	468(w) x 60(h) pixels
3 Months	<input type="checkbox"/> Member	NT\$22,500
	<input type="checkbox"/> Non- Member	NT\$27,500
6 months	<input type="checkbox"/> Member	NT\$40,500
	<input type="checkbox"/> Non- Member	NT\$45,500
12 months	<input type="checkbox"/> Member	NT\$72,500
	<input type="checkbox"/> Non- 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"/> Non- Member	NT\$23,000
6 months	<input type="checkbox"/> Member	NT\$32,500
	<input type="checkbox"/> Non- Member	NT\$37,500
12 months	<input type="checkbox"/> Member	NT\$52,000
	<input type="checkbox"/> Non- 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"/> Non- Member	NT\$21,500
6 months	<input type="checkbox"/> Member	NT\$30,000
	<input type="checkbox"/> Non- Member	NT\$35,000
12 months	<input type="checkbox"/> Member	NT\$42,000
	<input type="checkbox"/> Non- 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"/> Non- Member	NT\$20,500
6 months	<input type="checkbox"/> Member	NT\$28,000
	<input type="checkbox"/> Non- Member	NT\$33,000
12 months	<input type="checkbox"/> Member	NT\$40,000
	<input type="checkbox"/> Non- Member	NT\$45,000
Format	Jpeg or Gif	
Resolution	72 pixels per inch	

# Website Exposures



## Other Sections of the AmCham Web Site

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



Position 4	160(w)x 200(h) pixels	
6 months	<input type="checkbox"/> Member	NT\$6,500
	<input type="checkbox"/> Non-Member	NT\$8,000
12 months	<input type="checkbox"/> Member	NT\$10,000
	<input type="checkbox"/> Non-Member	NT\$12,500
<b>Options</b>		
	<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	AmCham Member ONLY Logo + Text(100 words)	
6 months	<input type="checkbox"/> Member	NT\$13,000
12 months	<input type="checkbox"/> Member	NT\$20,000
<b>Options</b>		
	<input type="checkbox"/> Committees	<input type="checkbox"/> About Taiwan

Newly launched from 2011, our 500 member companies and 940 executive members will search new talents and jobs with this job site.

AmCham Taipei Jobs

Quick Search: Industry: All Industries, Country: All Countries, City: All Cities

熱門職位

- Account Manager: ICD Security Solutions (上海, 中國)
- Marketing Manager: Hertz Equipment Rental (上海, 中國)
- German Customer Service Representative: Melton Global International (上海, 中國)
- Administration Director: Stelway Plane (Shanghai) Co., Ltd. (上海, 中國)
- Java Developer: The NetCircle (上海, 中國)
- Food & Beverage Manager: IKEA (Taoyuan, 台灣)
- Foreign English Teachers (full time): Shanghai Newworld Education (上海, 中國)
- Business Development Manager: PTS Consulting Shanghai Limited (上海, 中國)
- Resident Director, CIEE Study Center: CIEE Council on International Education (Nanjing, 中國)
- Committees Director: American Chamber of Commerce (上海, 中國)

最新職位

- Bags & Accessories Designer: Grotto Design Creations (上海, 中國) RMB 15,000 - 20,000 / Month
- Marketing and Sales Director: Hushang International (上海, 中國)
- Training Internship: Shanghai Pudong Kerry Hotel (上海, 中國)
- Communications Manager: Roche Diagnostics Ltd., Taiwan (台北, 台灣)
- AP Subject Teacher: Shanghai TV University (上海, 中國) RMB 150 - 250 / Hour
- IT Service Engineer: The Executive (Shanghai) Business Service Co., Ltd (上海, 中國)
- IT Service Engineer: The Executive Centre (上海, 中國)
- IT Service Engineer: The Executive Centre (上海, 中國)
- TV Presenter / Host: ICS - International Channel Shanghai (SMG) (上海, 中國)
- Account Manager: Santa Fe Relocation Services (上海, 中國)
- Country Sales Representative: DIM Inc. (北京, 中國)
- Sales Manager: PACT Environmental Technology Co., Ltd. (上海, 中國)

JobMail Signup: Enter Your Email, Subscribe

Featured Employers: GPlusMedia, 高朋 GaoPeng.com, Beijing Gateway Academy

Sponsors: CAPITAL TAX CAPITAL TAX & ACCOUNTING SERVICES LTD.

900 Executive Members, 500 Multinational Companies, 200 Business & Social Events a year. Promoting your brand with AmCham Taipei!

THE ONLY Bilingual Business Magazine in Taiwan. Read Online. TOPICS TAIWAN BUSINESS

U.S. Tax Return Preparation. Fast, Affordable, Professional. Job search powered by CareerEngine

<b>Position A</b>	<b>468(w)x 60(h) pixels</b>	
Per month	<input type="checkbox"/> Member	NT\$5,000
	<input type="checkbox"/> Non-Member	NT\$6,000

<b>Position B</b>	<b>300(w)x 250(h) pixels</b>	
Per month	<input type="checkbox"/> Member	NT\$5,000
	<input type="checkbox"/> Non-Member	NT\$6,000

<b>Position C</b>	<b>468(w)x 60(h) pixels</b>	
Per month	<input type="checkbox"/> Member	NT\$3,500
	<input type="checkbox"/> Non-Member	NT\$4,000

<b>Position D</b>	<b>280(w)x 102(h) pixels</b>	
Per month	<input type="checkbox"/> Member	NT\$3,500
	<input type="checkbox"/> Non-Member	NT\$4,000

<b>Discount Package</b>	
3 months	20% off
6 months	30% off
12 months	40% off

# Email Broadcasting Service (eDM)



## Target:

- AmCham members 940+ business executives and approximately 500 companies
- Ideal for limited time promotions, invitations or event notices
- Only ONE eDM will be distributed per day from Tuesday to Thursday.

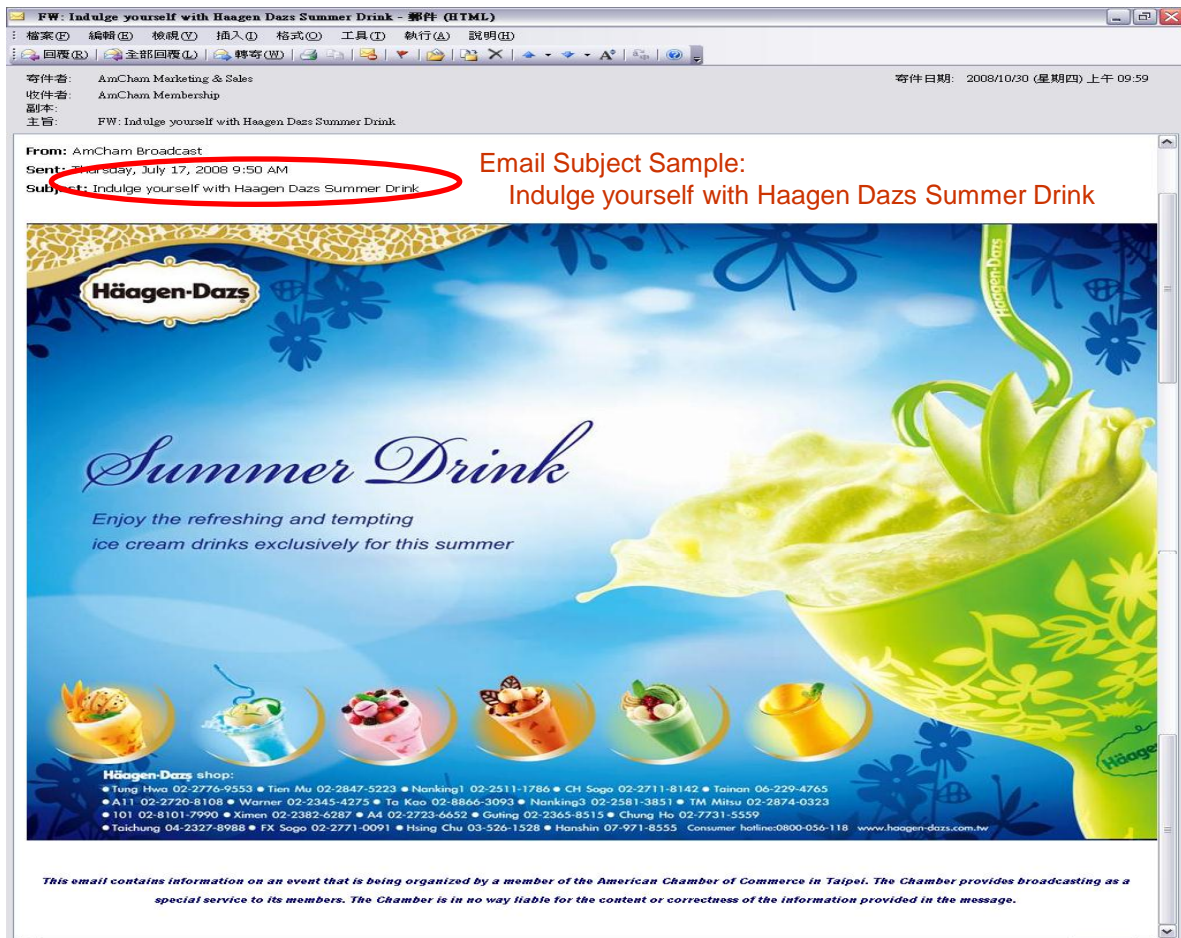
## Rate:

- Member NT\$6,500
- Non-Member NT\$10,000

\* We offer a “Buy 3 times, get 1 additional eDM” package to advertiser.

## Remarks:

1. The materials (including the email subject, hyperlink and graphics) should be provided at least 3 days prior to the distributed date.
2. Specifications: MSWord, HTML or jpeg files only.
3. AmCham reserves the right to make the final decision regarding the contents of advertisement.



# AmCham Weekly Events Reminder (AmCham News Letter)



## Target:

AmCham members 940+ business executives and approximately 500 companies  
Ideal for limited time promotions, invitations or event notices

## Rate:

<b>BANNER 1</b>	<input type="checkbox"/> Member	NT\$12,000 per 2 postings
Top position of the weekly reminder	<input type="checkbox"/> Non-Member	NT\$20,000 per 2 postings
	<input type="checkbox"/> Member	NT\$20,000 per 4 postings
	<input type="checkbox"/> Non-Member	NT\$28,000 per 4 postings

<b>BANNER 2</b>	<input type="checkbox"/> Member	NT\$10,000 per 2 postings
Bottom position of the weekly reminder	<input type="checkbox"/> Non-Member	NT\$18,000 per 2 postings
	<input type="checkbox"/> Member	NT\$18,000 per 4 postings
	<input type="checkbox"/> Non-Member	NT\$25,000 per 4 postings

## Remarks:

- Specifications:  
jpeg or gif only
- Dimensions:  
600(w) x 70(h) pixels
- Resolution:  
72 pixels per inch
- The artwork should be provided at least 3 days prior to the distributed date.

