



2018中国国际钱币(上海)展销会广告计划
2018 CICE Shanghai Advertising Programme

感谢贵公司对CICE的一直支持。借此机会，组委会想向您介绍我们接下来的2018上海国际钱币展销会的广告招商计划。此次上海国际钱币展期间，我们除了展会组织策划外，还将加大我们的推广力度，吸引更多游客，以打造一次更加精彩的盛大展会。下面的表格是钱币展的广告推广计划及销售方案：

Greetings from the China International Coin Expo, and thank you for your always support for CICE. Please let us take this opportunity to introduce 2018 CICE Shanghai advertising plan. We are going to promote our show in various media to attract visitors and we would like to raise public interest in the wonderful world of numismatics. Please refer to the table below for more detail.

	广告类型 Items	尺寸(长 x 高) Size(w) x (h)	备注 Description	价格 Price
1	地铁通风口 Subway#10 Air vent ad 	1A: 7m x 1.5m 1B: 7m x 1.5m	2个户外广告，位于地铁十号线上海图书馆站通风口 Two Outside ads, The air vent of Subway#10 Shanghai library station	1A, RMB 25,000 1B, RMB 25,000
2	图书馆室外广告 Outside ad 	5.5m x 2.5m	图书馆外广告位，面对淮海中路 Very smart and face to Huaihai Road	RMB 15,000

3	<p>展厅内柱子 Huge Pillar Poster</p> 	0.85m x 2.4m	<p>展厅内柱子 2.4m*0.85m*4, Every pillar has four directions</p>	2根/2 Pillars RMB 12,000
4	<p>海报、传单、门票、参展证 Posts / Flyers / Tickets / Badges</p> 		<p>印刷数量 Printing Quantity:</p> <p>海报/Post: 300</p> <p>传单/Flyers: 20,000</p> <p>门票/Tickets: 5,000</p> <p>参展证/Badges: 5,000</p>	<p>海报/Post: RMB 6,000</p> <p>传单/Flyers: RMB 10,000</p> <p>门票/Tickets: RMB 5,000</p> <p>参展证/Badges: RMB 5,000</p>
5	<p>宣传手册 Show Book</p>	<p>无出血 Without bleeding 142×210mm</p> <p>含出血 With bleeding 148×216mm</p>	<p>印刷数量 Printing Quantity: 2,000</p>	<p>封面内页/After Cover RMB 6,000</p> <p>封底内页 /Before Back RMB 6,000</p> <p>封底/Back Cover RMB 10,000</p> <p>内页/Inside Page RMB 3,000</p> <p>两内页/Inside 2 Pages RMB 6,000</p>

Sponsor plan:

Every sponsor will be in this exhibition presented the following value **RMB 38,000** sponsor plan. We only charge each RMB 32,000 sponsorship fee, to thank you sincerely support.

A, Hall Pillar Post: There are 9 huge pillars in the show hall, Every size is 0.85m(width) x 2.4m(height), four direction all can be advertising. Every sponsor can chose two and design the content, we will make it for you. Every sponsor price is RMB 12,000.

B, Flyer: 20,000 printing quantity with all sponsor Logos, we distribute them to Beijing, Shanghai, Guangzhou, Hongkong market, important partner will send to their clients. Every sponsor is RMB 10,000.

C, Post: 300 printing quantity with all sponsor Logos, we distribute them to Beijing, Shanghai, Guangzhou, Hongkong market, important partner like GBCA company. Every sponsor is RMB 6,000.

D, Tickets: 5,000 printing quantity with all sponsor Logos, sell to all visitors, collectors. Every sponsor is RMB 5,000.

E, Badges: 500 printing quantity with all sponsor Logos, Every sponsor is RMB 5,000.

Advertising plan:

A, Subway#10 Air vent ad: There are 2 Outside ads on the air vent of Subway#10 Shanghai library station, Every size is 7m(width) x 1.5m(height). Every sponsor price is RMB 25,000.

B, Outside ad: Very smart and face to Huaihai Road. The size is 5.5m(width) x 2.5m(height). Price is RMB 15,000.

C, Hall Pillar Post: There are 9 huge pillars in the show hall, Every size is 0.85m(width) x 2.4m(height), four direction all can be advertising. Two Pillars price is RMB 12,000.

D, Show Book: The Printing quantity is 2,000, we will provide the show book to visitors, dealers, collectors, exhibitors. After Cover: RMB 6,000. Before Back: RMB 6,000. Back Cover: RMB 10,000. Inside 1 Page: RMB 3,000. Inside 2 Pages: RMB 6,000.