

The screenshot displays the website's layout with a top navigation bar, a main content area with multiple news articles, and a right-hand sidebar with featured articles and advertisements.

**Navigation Bar:** Home | News/Blogs | Magazine | Business connections | Job connections | Book connections | Advertising | About us | Contact us

**Current Issue:** Features a magazine cover for 'AUSTRALIA CHINA CONNECTIONS' with a 'SUBSCRIBE' button and pricing: One year - \$65 - \$650 020, Two years - \$120 - \$1200 475.

**Expo Wonderland:** A large featured article with a red background and the text 'AUSTRALIA 澳大利亚'. It includes a 'Calendar of Events' and 'Party Time' sections.

**Wine: Maintaining Market Share:** Thursday, 10 May 2010. Article by Jovany Oliver. Text: 'The reputation of Australian wine in China is booming, writes Jovany Oliver.' Includes a 'Read more...' link.

**The Expo has landed...:** Friday, 14 May 2010. Article by Luke Lamb. Text: 'Australia has been well prepared for the onslaught of Expo visitors writes Luke Lamb from on the ground in Shanghai.' Includes a 'Read more...' link.

**Shanghai's Changs Elysées:** Friday, 30 April 2010. Article by John Crane. Text: 'As part of the city's World Expo preparations, Shanghai unveiled in late March its renovated and restored Bund.' Includes a 'Read more...' link.

**Shanghai Tigers revamped footy league:** Saturday, 10 April 2010. Article by John Crane. Text: 'The Shanghai Tigers Australian rules football team has undergone some changes to increase competitiveness and expand the club's profile. The club is now known as Shanghai AFL and incorporates three teams in and around Shanghai.' Includes a 'Read more...' link.

**Business Connections:** Connect to our 'Investment Opportunities' and 'Business Directory' section. The place to do business.

**Job Connections:** A new way for Australians and Chinese to find employment in each others countries.

**Events Connections:** Click images below for the many EVENTS in China and Australia. Includes a '2009 Events in Australia' calendar.

**Book Connections:** The site to find the many books on China.

**Most read articles:**

- China's Investments in Australia
- Expo 2010: Strengthening the Australia-China Relationship
- Shanghai World Expo 2010 update
- The bi-cultural consultant - key to the red gate
- Global Business Outlook 2009
- Supermarket chains expand despite tough conditions
- The business of Chicken Feet
- Wine in the fast lane
- China Customs Tips No 2
- Chinese want GM-free and chemical-free foods

**Magazine Featured Articles:**

- Bright Futures
- Two-edged sword
- Welcome to Expo

**Bloggers Corner:**

- Nissy Made in China
- The Expo has landed...
- China's FDI into Australia
- Exploring a city through art
- An interesting visit to Chengong - by John Crane - committee member ACSC VIC

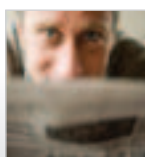
**Advertisements:**

- Save 20% on Tours Throughout Australia with Bankaroo Adventures. www.bankarooadventures.com
- MENZIES INSTITUTE OF TECHNOLOGY. Integrity. Expert. WE WILL LEAD YOU THE WAY. APPLY TODAY.
- CITY TEMPO melbourne

## Australia's foremost Internet site for Australia/China business opportunities and information.

- **Australia China Connections** publication and e-business website is devoted exclusively to Australia-China trade and businesses issues.
- **Australia China Connections e-business** platform provides a wide range of news, information and business opportunities for business operating between the two countries.
- **Australia China Connections online site** is produced in conjunction with the bi-monthly publication to provide essential insight into the changing relationship between Australia and China and the implications for businesses operating between the two countries.

### NEWS



Regular up-to-the minute news from Australia, China and Hong Kong to keep visitors fully updated on issues and events impacting the business and political relationships between Australia and China.

### BLOG



An opportunity for companies and business groups to provide insightful commentary on relevant regulatory, financial and on-the-ground issues. A list of the most read blogs also appears on this page.

### THE MAGAZINE



Key articles from the most recent issue appear on the website's home page. All previous issues can be found on the website using the archive tool. A list of 'most read articles' also appears on this page. All editorial content is search engine optimised to be highly visible on Google and Yahoo.

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## e-business website

### MEDIA KIT



### PAGE PEEL

To be designed so that ONLY the top right half triangle is visible.

### ADVERTISING RATES

<b>Page peel banner ( top right corner)</b>	
500 x 500 px	A\$350 for 3 months
<b>Top banner</b>	
468 x 60 px	A\$350 for 3 months
<b>Bottom banner</b>	
615 x 90 px	A\$250 for 3 months
300 x 90 px	A\$150 for 3 months
<b>Right hand column banner</b>	
170 x 280 px	A\$200 for 3 months
170 x 170 px	A\$150 for 3 months

All prices GST inclusive.

**Home page** – plus 15% on standard rates

**Site wide** – plus 25% on standard rates

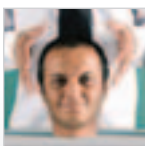
**Animation advertisements** – plus 50% on above rates.

#### NOTE

10% discount on display advertising to all members of:

- The Australia China Business Council
- AustCham Beijing
- AustCham Shanghai
- FREE advertising to all advertisers in *Australia China Connections* magazine

### DISPLAY ADVERTISING



Our extensive site offers a large variety of advertising opportunities and solutions.

Our extensive marketing and publicity efforts ensure an ever increasing number of visitors and valuable traffic to our site.

We are also assisting our advertising customers with valuable business connections.



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e-business website

**MEDIA KIT**

The screenshot displays the website's interface, featuring a top navigation bar with categories like Home, News/Blogs, Magazine, Business connections, Job connections, Book connections, Advertising, About us, and Contact us. The main content area is titled 'Business Directory' and includes a search bar, a list of industry categories (e.g., Agriculture, Education, Health & Medical, Information Technology, Logistics & Transport, Marketing, Media, Migration, Property, Resources & Mining, Sustainability, Tourism & Travel, Trade), and a grid of featured listings. On the left sidebar, there are sections for 'Submit your classified ad', 'Job Connections', 'Events Connections', and 'Book Connections'. On the right sidebar, there are sections for 'Latest Entry' and 'Featured Listings'. Two promotional banners are visible on the right side, one for 'PUNCHdigital' and another for 'BUSINESS BROKERS'.

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## e-business website

### MEDIA KIT

#### BUSINESS DIRECTORY / COMPANY NEWS

This is the most popular section within our website and provides good response.

It offers three sections to choose from, depending on the extent of content and presentation you choose to participate in.

- 1. Business card** – Including basic business card details and URL to your website.
- 2. Standard page** – Consisting of up to 300 word text, images company logo, contact details and URL to your website.
- 3. Company News page** – Extended content from your Business Directory page – consisting of up to 700 word text, images, company details and logo, and URL to your website.

#### OTHER POPULAR SECTIONS IN BUSINESS CONNECTIONS

##### Investment Opportunities

This section provides a unique opportunity to present an investment or business to our dedicated Australia/China business community.

Consisting of up to 700 word text, images, company details, logo and URL link to your website.

##### Events Australia/China

This site offers an opportunity to promote your conference, seminar, forum or major event to our many viewers.

##### Website Connections

This section provides an opportunity to promote your website and be part of our growing search site for Australia/China related business.

#### BUSINESS CONNECTIONS



Trade and business between Australia and China is expanding on a monthly basis and the opportunities for companies and individuals are ever increasing.

This section assists in facilitating business connections and the many trade opportunities with China.

The ever increasing number of Chinese companies who are searching for opportunities in Australia and the constantly growing number of Australian companies doing business with or in China can connect with each other through this site.

'Business Connections' section will assist companies to reap results.

#### ADVERTISING RATES

<b>Business directory – Business card</b>	<b>\$85 for 3 months</b>
<b>Business directory – Standard page</b>	<b>\$140 for 3 months</b>
<b>Company news – Extended from Business Directory</b>	<b>\$220 for 3 months</b>
<b>Investment opportunities</b>	<b>\$220 for 3 months</b>
<b>Events listing</b>	<b>\$55 for 3 months</b>
<b>Website listing</b>	<b>\$55 for 3 months</b>

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e-business website

## MEDIA KIT

### CLASSIFIED ADVERTISING RATES

**Company listing**  
A\$45 per month

**Individual listing**  
A\$25 per month

### JOB CONNECTIONS



This site offers a new and creative way for individuals, students and companies to advertise and or search for employment in Australia, China and Hong Kong.

It is not designed for locals to find employment in their own country, but rather to facilitate a two-way job search for expatriates of both countries.

This site is targeted at the growing number of companies in Australia looking for Chinese speaking staff and the many Chinese newcomers looking for employment in Australia.

It is equally designed to assist Australians seeking employment in China and Hong Kong.

The classified listings section provides for a maximum 300 word company description and/or profile with contact details.

Classified listings are updated twice a week.

The screenshot displays the website's layout. At the top, there is a navigation bar with the site logo 'AUSTRALIA CHINA CONNECTIONS' and '连接中澳'. Below the navigation bar, there are several menu items: Home, News/Blogs, Magazine, Business connections, Job connections, Book connections, Advertising, About us, and Contact us. The main content area is titled 'Positions vacant - China' and includes a search bar and a list of job openings. The list includes positions such as 'AUSTRALIAN EMBASSY - BEIJING', 'SENIOR PUBLIC AFFAIRS AND CULTURE OFFICER - Beijing', and 'Head Teacher - Beijing, China'. On the right side, there are advertisements for 'Dingle Partners' and 'export'.

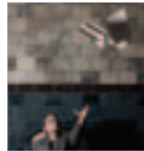
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## e-business website

**MEDIA KIT**



### MONTHLY E-NEWS



Our monthly e-news is distributed to 25,000 email addresses within Australia, China and Hong Kong.

Our email data base, which is constantly expanding, has the following reach:

**60% China – 35% Australia – 5% Hong Kong.**

It reaches decision makers within the full breadth of the Australia China Community, relating to business and trade, government, education and the cultural sector.

Our e-news is providing news snippets and opportunities for commercials and banner ads.

Your banner ads can be linked to your existing advertising on our or your website.

### ADVERTISING RATES

#### Commercials:

Max. 200 words

**A\$1,500**  
per e-news letter  
= \$0,06 cents / email

#### Banner ads:

170 x 280 px

**A\$1,000**  
per e-news letter  
= \$0,04 cents / email

Discount applies for website and magazine advertisers.

**AUSTRALIA CHINA**  
**CONNECTIONS**  
THE BILATERAL BUSINESS BULLETIN

连接中澳

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e-business website

## MEDIA KIT



### Production

We offer our customers support and assistance with the production of advertorial text and or advertising material.

#### Charges

Banners and large side advertisements	A\$150
Small side advertisements	A\$75
Re-sizing of supplied material	A\$50
Writing of advertorial text	A\$250

#### On line advertising file requirements

We accept material in JPEG, GIF and PNG format.

### Online advertising terms and conditions

Payment is required in advance when making three to six months bookings.

Extended bookings will be invoiced monthly. Payment is due 15 days after invoice. Banner ads may be pulled if account balances are overdue.

All advertising is accepted subject to the publisher's approval and determination that it is in keeping with our company's principles.

**Australia China Connections Pty Ltd** reserves the right and discretion to edit, delete, reject or remove any comments or content submitted to the editor for consideration on the website.

**Australia China Connections Pty Ltd** reserves the right to remove any contributed content from its website without prior notification to the owner.

Please note full Terms & Conditions on our website.

#### For more information contact:

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