

Media kit

旅业中国
Travel Trade China

www.ctw66.cn

中国出境旅游市场的同业目录



Media kit 旅游业中国



2011
Media kit
中国会议及奖励旅游概
China Meeting and Incentive Travel Planning



Green Page Directory

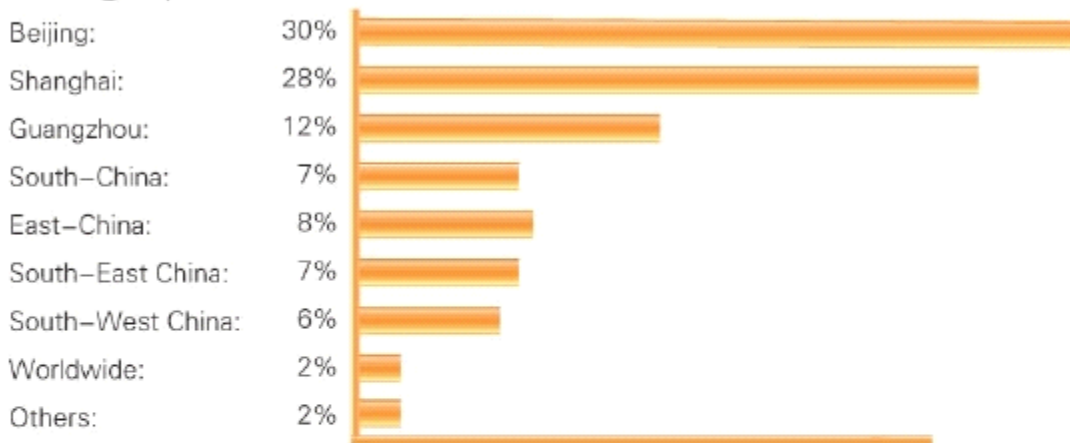
The Green Page Directory (GPD) is the only professional overseas travel industry and resource directory specifically aimed at the Chinese outbound market.

With entries in both Chinese and English, it provides easily accessible information and full contact details for resource providers. This allows every Travel Organization in China to make informed decisions about destinations, ground agents, hotels, attractions and transport options around the world. It is the only Directory of its kind in China.

The Directory will be distributed directly to targeted tour operators and travel agents across China and will also be distributed to travel trade professionals at China's 9 annual trade travel exhibitions.

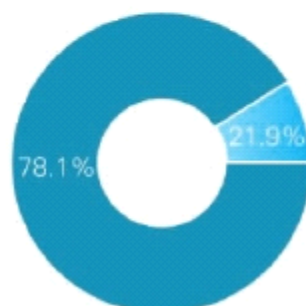
Circulation: 51,000 copies

Geographical distribution:



Method of Distribution:

Directly Mailed: 78.1%
Distributed at Exhibitions: 21.9%



TECHNICAL DATA



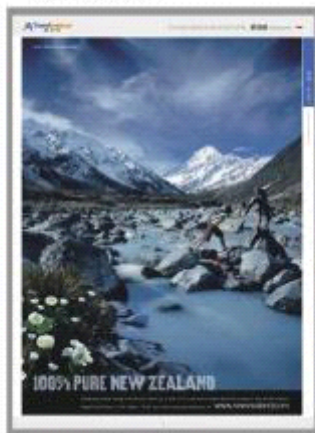
A: Listing;
8.5cmx3.8cm



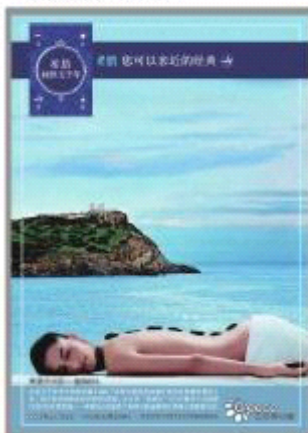
B: 1/4 Page Advertisement;
8.5cmx11.8cm



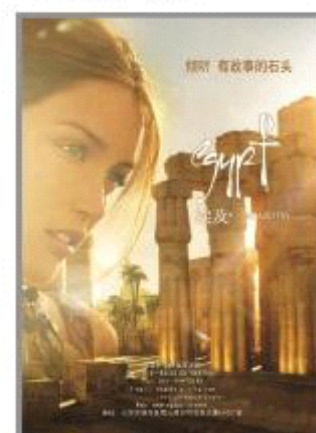
C: 1/2 Page Advertisement;
17.2cmx11.8cm



D: Full Page Advertisement;
17.2cmx23.8cm



E: Inside Front Cover;
18.5cmx26.0cm (with bleed)



F: Outside Back Cover;
18.5cmx26.0cm (with bleed)

Advertising Rate

A: Listing	8.5cm x 3.8cm	USD\$ 600
B: 1/4 Page Advertisement	8.5cm x 11.8cm	USD\$ 900
C: 1/2 Page Advertisement	17.2cm x 11.8cm	USD\$ 1,600
D: Full Page Advertisement	17.2cm x 23.8cm	USD\$ 2,500
E: Outside Back Cover	18.5cm x 26.0cm	USD\$ 7,500
F: Inside Front Cover	18.5 cmx 26.0cm	USD\$ 5,800

All the above will be with a VIP Entry on the Chinese travel professional's website
www.traveltrade.cn



www.traveltrade.cn

On-line with our 20,000+ members—— www.traveltrade.cn

All qualified Chinese travel trade professionals.

China has the largest internet population in the world with 424 million users. That's more than the entire population of the USA and China ranks third globally in terms of using social networking sites to research leisure trips. Searching most travel terms on Chinese search engines will produce many more blogs and reviews than travel company websites. As the travel market in China becomes more sophisticated, consumers and travel agents (often together) use the Internet to find and choose destinations, activities and services.

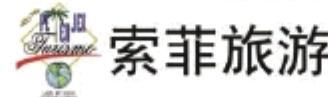
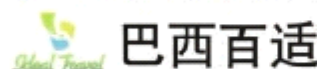
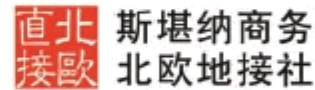


VIP Home page



Home Page

Our Clients



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Beijing office

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Fax: + 44 20 - 73715676

e-mail: london@traveltrade.cn

ASM OVERSEAS CORPORATION

ADD: ROOM 1108 W, VALLEY BLVD, SUITE 6392, ALHAMBRA, CA91803, USA

TEL: 001+(626) 458-8009

FAX: 001+ (626) 458-8434

DIRECTOR: HOLMES STONERS (1-310-2102452)

MANAGER: Ms. ROSA WANG (1-626-6278919)

BANK ACCOUNT

ACCOUNT NAME: ASM OVERSEAS CORPORATION

ACCOUNT NUMBER: 02003111

BANK NAME: GBC INTERNATIONAL BANK

BANK ADDRESS: 168 WEST GARVEY AVE. MONTEREY PARK, CA USA 91754

SWIFT CODE: GUBCUS6L

www.traveltrade.cn

www.traveltradechina.com

ASM Overseas Corporation Credit Card Charge Authorization Form

1108 W. Valley Blvd., Suite 6392 Alhambra, CA 91803,USA

Tel: 1+(626) 458-8009 Fax: 1+ (626) 458-8434

E-Mail: California@cbw.com , Internet: <http://www.chinatravelcenter.com>

Please fill out the form, have it signed by the CARD HOLDER and fax it back to us. Please note ASM Overseas Corporation will appear as the company charging you on your credit card statement. As remind, this payment will be charged extra 4% banking service fee.

Date:	Invoice/File Number:	
Product/Service Description: Travel Trade Resource Book Advertisement Fee		
Charge Amount: +4%(Bank charge)		
Card Holder's Name (First Name, Middle Initial, Last Name):		
Phone:	Fax:	
E-mail:		
Credit Card Type: ___Visa ___Master Card ___American Express (no other cards accepted at present)		
Credit Card Number:		
Expiration Date (MM/YY):		
Billing Address:		
State:	Zip Code:	Country:
CARDHOLDER'S Signature:		

I hereby authorized ASM Overseas Corporation to deduct the stated amount from my credit card.

FOR REFUND: A Cancellation Charge \$15 USD plus 4% of Banking Service (by banks involved in processing) will be calculated and deduct from refund amount.