

2011

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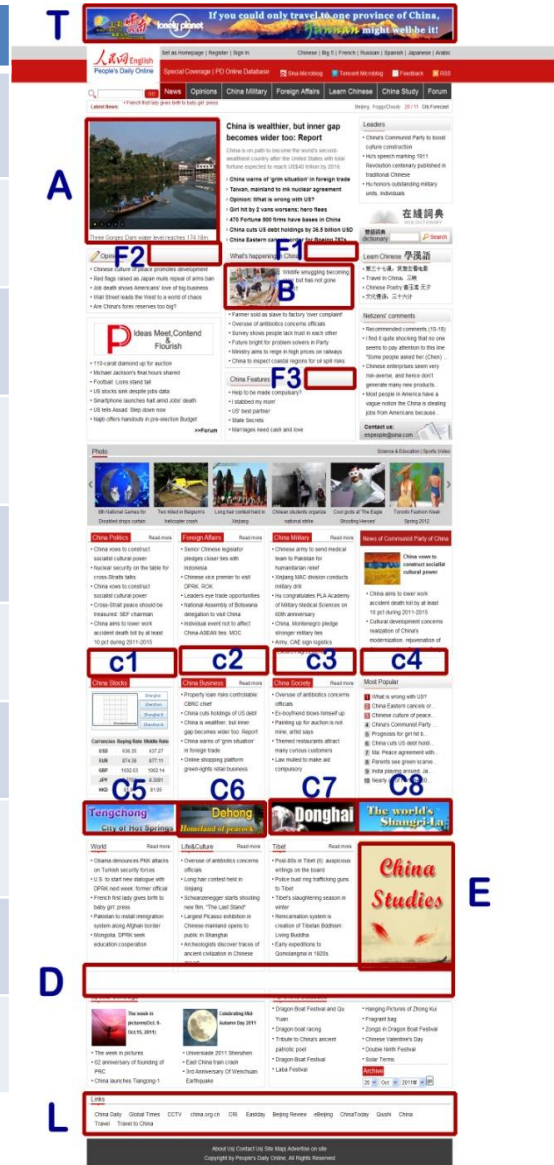
People's Daily Online media kit



Code	Form	Size	Format	Price
T	Top full column	980x80 Pixels	Swf,Gif,Jpg(<25k)	300,000RMB/month
A	News picture advertising	345x270 Pixels	Jpg<30k	5,000RMB/day
B	Picture and texts	134x98 Pixels	Jpg<10k	20,000RMB/week
C1-C8	Button	232x80 Pixels	Jpg<10k	50,000RMB/month
D	Full Column	980x80 Pixels	Swf,Gif,Jpg(<25k)	80,000RMB/month
E	Big Button	250x323 Pixels	Swf,Gif,Jpg(<15k)	60,000RMB/month
F1	Special column	140x30 Pixels	Jpg<5k	60,000RMB/month
F2	Special column	200x30 Pixels	Jpg<5k	50,000RMB/month
F3	Special column	180x30 Pixels	Jpg<5k	40,000RMB/month
L	Links	Words	Words	10,000RMB/month

* Position T is for the whole English page.

(Unit: RMB)



Special coverage	Special coverage + update for 1 year	Special coverage + update for 1 year + English homepage
300,000 RMB	500,000 RMB	800,000 RMB

English.people.com.cn looking forward to future cooperation

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