

SCHANGHAI.COM MEDIA KIT



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MANAGEMENT SUMMARY

Project History

SCHANGHAI.COM was first launched in 2001 as a new interactive communication hub for German-speaking expatriates in Mainland China. Meanwhile SCHANGHAI.COM established itself as the most prolific and well-known China-Portal in German language. It serves as an indispensable information database for expatriates and their families from Germany, Austria and Switzerland.

Excellent original content and continuous development also resulted in SCHANGHAI.COM's top search engine rankings for popular queries such as *Deutsche in Shanghai*.

Key Features

- Community: Social networking platform
- Forum: Interactive discussion board
- Videos: Interviews and mini documentaries
- Jobs: Integrated recruitment platform
- Wetter: Live weather and air quality data
- Pressespiegel: News review of major German media

Visitor Profiles

Expatriates are the largest and most important cluster within regular SCHANGHAI.COM visitors. This clientele consists of senior professionals and decision makers from Germany, Austria and Switzerland, living and working in China between two and five years.

In addition, SCHANGHAI.COM also attracts a growing number of German speaking Chinese, the majority of which are German-educated returnees with strong spending budgets and German brand preferences.

A brief introduction to Shanghai's German Community and SCHANGHAI.COM's user demographics is presented in our video surveys on www.schanghai.com/expatshowsurvey



Company Profile

Secession Graphics, SCHANGHAI.COM's parent company was established 1995 in Vienna and is incorporated in Hong Kong since 2004. Austrian owned and operated, the company specializes in Social Media, Expat HR and E-commerce.



Selected clients

Germans in Shanghai

« Within the past 13 years, the headcount of Germans living in Shanghai has increased rapidly.

Today, the figure is upwards of 30.000. »

SH Business Review

ADVERTISING SOLUTIONS

(A) Leaderboard/Backdrop

Clickable Leaderboard of 728 by 90 pixels (uploadable as 1456 by 180 pixels) exclusively placed on top of all available pages of SCHANGHAI.COM. Includes semi-transparent logo-watermark, permanently appearing on outer background of all available pages. Most effective ad solution on SCHANGHAI.COM and bookable on a weekly basis.

- Filetypes: GIF/JPG, max. 96kb
- GIF Animation: unsupported
- Impressions: unlimited
- Live Statistics: included

▼ Rate sheet below



(B) Permanent Content Ad

Clickable dynamic banner of 184 by 134 pixels (uploadable as 368 by 268 pixels) prominently embedded in the content section of the homepage. During booked period, new banner images can be uploaded via web-interface at any time.

- Filetypes: GIF/JPG, max. 48kb
- GIF Animation: supported
- Impressions: unlimited
- Update Interface: included
- Live Statistics: included

▼ Rate sheet below



(C) Permanent Banner, large

Clickable dynamic banner of 120 by 250 pixels (uploadable as 240 by 500 pixels) appearing in the outer right column of chosen site-channel such as homepage, forum or any other. During booked period, new banner images can be uploaded via web-interface at any time.

- Filetypes: GIF/JPG, max. 32kb
- GIF Animation: supported
- Impressions: unlimited
- Update Interface: included
- Live Statistics: included

▼ Rate sheet below



ADVERTISING SOLUTIONS

(E) Rotating Banner

Clickable dynamic banner of 468 by 60 pixels (uploadable as 936 by 120 pixels). Rotating on the top-section of all available pages of SCHANGHAI.COM. During booked period, new banner images can be uploaded via web-interface at any time.

- Filetypes: GIF/JPG, max. 32kb
- GIF Animation: supported
- Impressions: unlimited
- Update Interface: included
- Live Statistics: included

▼ [Rate sheet below](#)



(F) Advertorial

Promotional news item to chronologically appear in SCHANGHAI.COM news section for at least one month. Advertorial will also be featured in one issue of the monthly SCHANGHAI.COM infoletter which is sent out by e-mail to all Shanghai-based members of the SCHANGHAI.COM community. Images submittable as GIF (static) or JPG. Free copywriting or translation of text into German language will be provided on request.

Advertorials are exclusively bookable as an addition to a banner.

Advertorial Types:

- Article: Text article, ~200 words + 3 enlargeable images (images submittable as 800x600 pixels)
- e-Flyer: Large e-Flyer, 449x599 pixels, ~300kb (image submittable as 898x1198 pixels)
- Combo: Medium e-Flyer, 449x336 pixels (~200kb) + text (~100 words) (image submittable as 898x672 pixels)

▼ [Rate sheet below](#)

FREQUENTLY ASKED QUESTIONS

Banner Updates

Banners B, C and E can be conveniently updated through a password-secured interface at any time. It is also possible to pre-upload up to seven banner images, each to be displayed on a separate day of the week. For example, image #1 on Monday, image #2 on Tuesday, image #3 on Wednesday and so forth.

Banner Netiquette

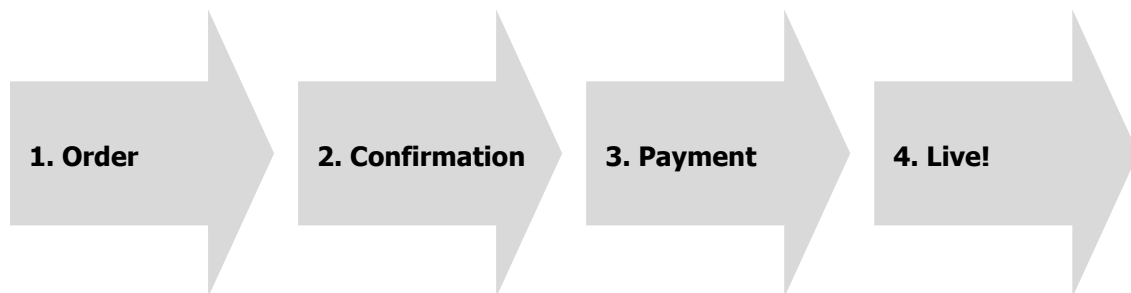
While your banner is responsible for branding and sales results, you are also responsible to our visitors for the kind of advertising you bring onto their screens. Therefore, all uploaded banner images must adhere to common netiquette and may not jeopardize the integrity of SCHANGHAI.COM.

In accordance with quality and organizational standards we reserve the right to decline any banner images deemed unsuitable for SCHANGHAI.COM and its target group.

Banner Graphic Design

In case you need assistance with banner-design please e-mail us your raw material such as pictures, logos and slogans at least 5 working days before the start of your campaign. We will be happy to create your initial banner images at no charge.

Order process



1. Order
Advise preferred campaign plan + preferred starting date. All banners can start on either 1st or 15th of a given month.
2. Confirmation
After checking availability, we re-confirm your order and set up your web interface. You can already upload a banner image and define a target url. "Target url" is the web address your banner will link to when clicked on.
3. Payment
Invoice is being e-mailed to you in PDF format and should be fully settled before start of campaign.
4. Live!
Campaign goes live by the starting date specified. Detailed click- and view-statistics can be monitored within the web interface. During entire campaign period you are free to upload new banner images and change target urls at any time.

RATE SHEET

Single Banners

	(A) 728x90px 96kb	(B) 184x134px 48kb	(C) 120x250px 32kb	(E) 468x60px 32kb	(F) Advertorial
1 year	-	€480/month	€240/month	€160/month	-
6 months	-	€600/month	€300/month	€200/month	-
3 months	-	€600/month	€300/month	-	-
1 month	-	€600/month	-	-	€300/month
1 week	€960/week	-	-	-	-
	↓	↓	↓	↓	↓
Channel	Sitewide + Backdrop	Home	One chosen section, e.g. Home, Forum, Community, ...	Sitewide in rotation	Article, e-Flyer or combination of both

Campaign Plans

Gold Plan	<p>B + E + Quarterly Advertorials (F)</p> <p>Prominent exposure on homepage via permanent content ad (B) as well as site-wide appearance via rotating banner (E). Additionally, every three months a comprehensive advertorial (F) in news section and e-Mail infoletter pushes updates on product/service.</p> <p>Value: €8880 per year or €2700 for 3 months</p>
Silver Plan	<p>C + E + Quarterly Advertorials (F)</p> <p>Strong exposure on one chosen site section, e.g. homepage, via permanent banner (C) plus site-wide appearance on all pages via rotating banner (E). Additionally, every three months a comprehensive advertorial (F) in news section and e-Mail infoletter pushes updates on product/service.</p> <p>Value: €6000 per year or €1800 for 3 months</p>
Bronze Plan	<p>E + Quarterly Advertorials (F)</p> <p>Site-wide appearance on all pages via rotating banner (E). Additionally, every three months a comprehensive advertorial (F) in news section and e-Mail infoletter pushes updates on product/service.</p> <p>Value: €3120 per year or €900 for 3 months</p>

TERMS AND CONDITIONS

1. Product Details

- 1.1 SCHANGHAI.COM (the Website) shall deliver all advertisements (the Product) of this campaign in accordance with their respective descriptions as stated above.
- 1.2 Upload interface for banners B, C and E: The Website provides an online interface which allows Client to upload new banner images to the Website at any time without assistance of Seccession Limited. Uploaded banners must adhere to common netiquette and may not jeopardize the integrity of either party.
- 1.3 Live Statistics: The Website will feature live click/impression statistics in regard to the Product.
- 1.4 On Client's request, Seccession Limited will provide complimentary design of initial banners.

2. Truth in advertising and indemnification

- 2.1 Client is solely responsible for any liability arising out of or relating to its advertised products and services. Client agrees to indemnify Seccession Limited and to hold Seccession Limited, and its officers, directors, employees and agents harmless from any and all liability, loss, cost, damage, claims or causes of action of any kind, including reasonable legal fees and expenses that may be incurred by Seccession Limited, arising out of or related to Client's breach of any of the foregoing representations and warranties.

3. Continuation or Termination

- 3.1 After the period stated in quotation, the campaign will be terminated automatically, or continued if mutually agreed by both parties with an authorized document.
- 3.2 Seccession Limited and Client will make their best efforts to cooperate happily and complete the entire term of this campaign.
- 3.3 Client does not have the right to influence Seccession Limited, regarding the content of the Website or its publications. Campaign does not include any services other than the Product.
- 3.4 Service interruptions: Client agrees not to hold Seccession Limited responsible for any liability, loss, cost, claim, damage or causes of action of any kind that it may suffer as a result of the transactions contemplated hereby, including but not limited to loss resulting from service delays and incomplete or interrupted service, unless the cause or fault is that of Seccession Limited. If the Website is down for more than 15 days, this agreement will breach and Seccession Limited agrees to reimburse Client any unused portion of this campaign on the calculated daily rate per value/period.

4. Payment

- 4.1 Invoice shall be issued to and be settled by Client before start of agreement period mentioned in section 1 (100% pre-paid payment).
- 4.2 Client can choose to either pay directly to Seccession Limited's principal bank account in Hong Kong or choose an alternative payment method as indicated on invoice.

5. Privacy

- 5.1 Both parties agree to maintain privacy of both parties and that of the site visitors, and to treat private communications on, through, or about the Product as strictly confidential.

6. Law

- 6.1 This campaign shall be governed by and in accordance with the laws of the Hong Kong S.A.R. of the People's Republic of China.
- 6.2 Either party shall not be responsible for the other party's costs incurred as a result of any delay or failure to perform arising out of force majeure such as fire, flood, earthquake, hurricane, government controls, blockage, embargo, labour dispute, terrorism or war.

seccession limited