

Please fill in the form and email it to the following address:
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Advertisement Order

No.	Item	Form	Size	Price (RMB)	Quantity	Cost (RMB)
1	Visitor Ticket	Mail to all the pre-registration and potential visitors.	216mm×96mm	30000		
2	Invitation		106mm×216mm	20000		
3	Fair Bulletin	Before-show publicity (to be sent to food producers and potential visitors in China in large quantities)	Full page, 4 colors 426 mm × 291mm	15,000		
			Hall Page, 216 mm × 291mm	10,000		
4	Official Exhibition Catalogue	Inside full page, 4 colors	216 mm×291 mm	6,000		
		Inside full page, B/W	216 mm×291 mm	3,000		
5	Show Daily	2 Full page, 4 colors	426 mm ×291 mm	18,000		
		1 Full page, 4 colors	216 mm ×291 mm	15,000		
6	China Food additives Journal	Cover/Back Cover	216 mm×291 mm	10000/8000		
		Color Insert/Black&White Insert		5000/2500		
7	Official Website	Home Page Fixed Ad. on http://fic.cfaa.cn		200,000		
		Home Page Scrolling Logo		50,000		
		Sub-page Ad. / Sub-page logo Ad.		30,000/5,000		

Notes: Please submit JPG/PDF file of 300 dpi and CMYK color model.

On-site Advertisement

No	Name	Location	Specification	Price (RMB/PC/Show period)	Max. Amount	Quantity	Total (RMB)
1	2A Floor back board	No. 6 exits of subway station	3m(H)×5m(W)	22,000	1		
2	2B Floor back board	No.4&No.5 exits of subway station	3m(H)×6m(W)	23,000	12		
3	4 North Square Floor back board	North Square	4m(H)×8m(W)	36,000	10		
4	18B North hall glass wall	Near Escalator of North Hall	10.85m(H)×8m(W) Clearable Stickers	65,000	17		
5	18D west hall glass wall	Outside glass wall of west hall	13m(H)×8m(W) Clearable Stickers	78,000	17		
6	19C South Square LED Screen	Glass wall of South Entrance	9m(H)×14m(W) Pixels:2304×3584	65,000/15 seconds	1		
7	27A Light Box	Truck-way between halls at 0m level	2.2m(H)×4m(W) Light boxes	8,800	15		
8	27B Light Box	Truck-way between halls at 0m level	2.34m(H)×3.91m(W) (9.15 m ²) Aluminium Light boxes	10,000	4		
9	29 Escalator body	Escalator of West and North Hall	1.5m(H)×14m(W) Clearable Stickers (position 8/9)	18,000	8		
			1.5m(H)×15m(W) Clearable Stickers (position 7/10)	20,000			
			1.5m(H)×13m(W) (position 5/6)	16,000			
			1.47m(H)×15m(W) (position 11/12)				
10	37 South Square LED Screen	South Entrance	3.95m(H)×27.18m(W) Pixels:1216×7680	40,000/15 seconds	1		
11	38C Hanging board on the walls of the open yard	Open yard of West Path	2.8m(H)×17m(W) (Position w3)	38,000	6		
			2.8m(H)×17m(W) (Position w6)	45,000			
			2.8m(H)×11m(W) (position w1/2/4/5)	28,000			

12	38E Hanging board on the walls of the open yard	Open yard of North Path	2.2m(H)×12m(W) (position N3)	30,000	2		
			2.2m(H)×13m(W) (position N4)	32,000			
13	56B NECC Plaza area LED	NECC Plaza area	2.98m(H)×5.86m(W) Pixels:1152×2304	10,000/15 seconds	6		

Please provide:

1. Files in JPG, TIF, or PDF form. If the file is in TIF or PDF form, please also submit a small JPG picture for double check.
2. Required precision: outdoor airbrushing: 50dpi for size smaller than 20 m², 30-40 dpi for size bigger than 20 m²; 100-150 dpi for indoor advertisement.
3. The size of the above-mentioned file is 1:1 to that of the airbrushing. If the airbrushing needs to be zoomed large, the precision needs to be multiplied correspondingly.
4. NECC(Shanghai) needs to approve the content of the advertisement, so please send the files to the organizer 20 working days before the show so that the files can be submitted to NECC(Shanghai) for approval.

On-site LED Screen Advertisement

No	Form	Location	Size of LED Screen	Image Resolution	Showing time	Price (RMB)	Vacancies	Quantities	Cost (RMB)
A	9 Double-sides soundless LED color screens with 18 sides displayed simultaneously	Passageways on the 0-meter floor	8M × 1.2M Total size 260 m ²	2496 × 384 dpi(4/16) 1600 × 224dpi(1) 1984 × 288(2/3/5/6/7/14/15)	Loop play for 15s per appearance, more than 200 times a day	72,000/9 pieces/15 seconds	10		
B	Soundless LED color screens, altogether 6 screens with 12sides displayed simultaneously	Passageways on the 8-meter floors	10M × 2M 5/7/9/11)	1984 × 384 dpi(5)		60,000/6 pieces/15 seconds	10		
			10M × 1.5M 8/10/12)	2496 × 480 dpi(7/11)					
			Total size 250 m ²	2496 × 352dpi(6/8/12)					
C	Audio LED screens (1 Screen)	West Square (Near Hall Gate No. 7)	4m(H)x8m(W)	1280 × 640 dpi; Jpg/mp4	Loop play for 15s per appearance, more than 180 times a day	30,000/ piece//15 seconds	10		
D	Audio LED screens (2 Screens)	Both sides close to escalator of visitor registration hall in West Square	3m(H)x15m(W)	1792 × 352 dpi; Jpg/MP4		35,000/ 2 pieces//15 seconds	10		
E	Audio LED screen (2 Screen)	West side of North Square	10m(H)x6m(W)	1184 × 720 dpi;Jpg/MP4		35,000/ piece//15 seconds 60,000/ 2 pieces//15 seconds	10		

Notes:1. All advertisement materials can be in JPG or MP4 form.

2. MP4 file shall not exceed 10MB in size.The frame number does not exceed 24 frames/ second. Files in JPG shall not exceed 2MB in size and 72dpi.