

STRATEGICAL MOVEMENT

Over the last few years, Adsale has observed that advertisers are seeking ever more effective means of Internet advertising in response to the rapidly growing population of B-to-B Internet users in China. As of 31 Dec 2007, the number of Internet users has reached 210 million in China, putting China second after the USA in world ranking. It is estimated that the number of Internet users is increasing by 100 in every minute. (Source: CNNIC China Internet Network Information Center). Now is the time to consider how to ensure that an e-marketing program effectively complements printed advertising and exhibitions.

Celebrating its 30th anniversary this year, Adsale Group - the pioneer of professional trade promotion - is glad to present a new business marketing concept through the best resources within its group of companies, namely Adsale Publishing Ltd, Adsale Exhibition Services Ltd and Adsale Online.

Trend-setting "Printed Magazines + Internet Advertising" Package

In 2009, the Adsale magazine series will be introducing a "Printed Magazines + Internet Advertising" package. This exciting new package offers an attractive horizon of unlimited opportunities, with minimal time constraints, to make sure that advertisers' messages are delivered swiftly with the best marketing channel.

Increasing Visibility of Your Advertisement

Best exposure and visibility is ensured for the e-advertisement (e-Ad):

- 2456.com and its 5 industrial portals have average monthly page-view of 3,335,000 in each month.
- Advertisers' e-Ads are displayed adjacent to the articles, so that the e-Ad images are right in front of viewers when they read the articles. An e-Ad requires no extra loading time.
- To maximize exposure of the advertisers, their company names are listed in the right hand column with a hyperlink to a pop-up of their e-Ad.
- The 2456.com e-newsletter weekly is delivered on every Wednesday to all Adsale members, with hyperlinks to the latest articles to direct more viewers to our e-Ads.
- Advertisers do not need to worry about any technical difficulties as Adsale converts printed advertisements into e-Ads.

Many options are available: banners, buttons, content sponsorship, text links, emails, short message service, as well as through the official website and via Adsale's countdown e-newsletters.