

**《财经》2008年广告刊例价格**  
**CAIJING Magazine 2008 Rate Card**

版位 Ad Position	净尺寸 Trim Size	出血尺寸 Bleed Size	人民币价格 RMB Rate Card	美元价格 US\$ Rate Card
	(W*H)mm	(W*H) mm		
封面折页 Front Cover Gatefold	405x265	413x273	370,000.00	50,000.00
第一跨页 Inside Front Cover Spread	410x265	418x273	320,000.00	43,000.00
第二跨页 Second Double page Spread	410x265	418x273	300,000.00	40,000.00
第三跨页 Third Double Page Spread	410x265	418x273	280,000.00	38,000.00
第三跨左/右页 Single Page of Third Double Page Spread	205x265	213x273	185,000.00	25,000.00
第四跨页 Fourth Double Page Spread	410x265	418x273	260,000.00	35,000.00
第四跨左/右页 Single Page of Fourth Double Page Spread	205x265	213x273	165,000.00	22,000.00
中跨页 Centre Spread	400x265	418x273	250,000.00	33,500.00
中跨页加厚 Centre Spread(Printed On Heavier Paper)	400x265	418x273	290,000.00	38,800.00
前跨页 (中跨之前) Double Page Spread(in First Half)	410x265	418x273	240,000.00	32,000.00
内跨页 (中跨之后) Double Page Spread(in Second Half)	410x265	418x273	210,000.00	28,000.00
封二 Inside Front Cover	205x265	213x273	210,000.00	28,000.00
首页 First Page	205x265	213x273	198,000.00	26,500.00
封三 Inside Back Cover	205x265	213x273	175,000.00	23,500.00
封底 Outside Back Cover	205x265	213x273	280,000.00	37,500.00
文章目录左对页 Page Adjacent to Table of Contents (Left Hand)	205x265	213x273	185,000.00	25,000.00
文章目录右对页 Page Adjacent to Table of Contents (Right Hand)	205x265	213x273	200,000.00	26,800.00
财经在线左对页 Page adjacent to CAIJING Online (Left Hand)	205x265	213x273	185,000.00	25,000.00
财经在线右对页 Page Adjacent to CAIJING Online (Right Hand)	205x265	213x273	200,000.00	26,800.00
财经观察对页 Page Adjacent to CAIJING Editorial	205x265	213x273	200,000.00	26,800.00
财经速览内 (一) Page Adjacent to CAIJING Digest (First)	205x265	213x273	190,000.00	25,500.00
财经速览内 (二) Page Adjacent to CAIJING Digest (Second)	205x265	213x273	190,000.00	25,500.00
读者来信对页 Page Adjacent to Letters To Editor's	205x265	213x273	175,000.00	23,500.00
广告目录对页 Page Adjacent to Table of Advertisers	205x265	213x273	175,000.00	23,500.00
网络文萃对页 Page Adjacent to Online Digest	205x265	213x273	160,000.00	21,500.00
内页 Run of Page	205x265	213x273	130,000.00	17,500.00
<b>其他版位</b> <b>Other Special Advertising Position</b>				
1/2版 (只限横版) Half Page ( Horizontal)	205x132	213x140	90,000.00	12,000.00
1/3版 (竖版) 1/3 Page (Vertical)	68x265	76x273	65,000.00	8,800.00
1/3版 (横版) 1/3 Page ( Horizontal)	205x88	213x96	65,000.00	8,800.00
内拉页 (3页) Half Page Gatefold (Double-Sided)	300x265	308x273	330,000.00	44,000.00
内拉页 (4页) 1 X Full Page Gatefold (Double-Sided)	395x265	403x273	450,000.00	60,000.00
内拉页 (6页) 2 X Full Page Gatefold (Double-Sided)	590x265	601x273	700,000.00	93,500.00
蝴蝶拉页 (8页) Butterfly Gatefold (Double-Sided)	796x265	804x273	800,000.00	106,800.00

**注:**

- 所有异型版位及未在刊例上标注的特殊广告要求需加收刊例价格的20% (如连续广告、1/2跨页、内页加厚等)。
- 如刊登一则广告同时有两个或两个以上的特殊要求时, 价格视广告形式而定。
- 加厚广告用128克铜版纸, 如加厚纸张克数大于128克, 需另行加收费用, 视纸张克数而定。