




SINOVISION ENGLISH

WEB MEDIA KIT 2014

FACTS



4329 unique
visitors per month




1000 video views
per month in 2014



10+ minute
session time



Growing number
of **subscribers** on
our YouTube channel



viewers based in the
USA and CHINA



massive platform
presence



5 global offices
with **100+** employees

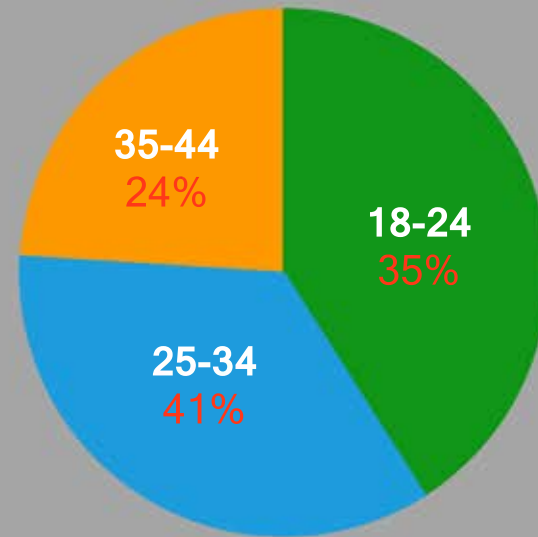
OUR AUDIENCE

First to know
about new things

92%
Attended college

84% 21+ in USA

Spent more on travel in
the last year despite
economy

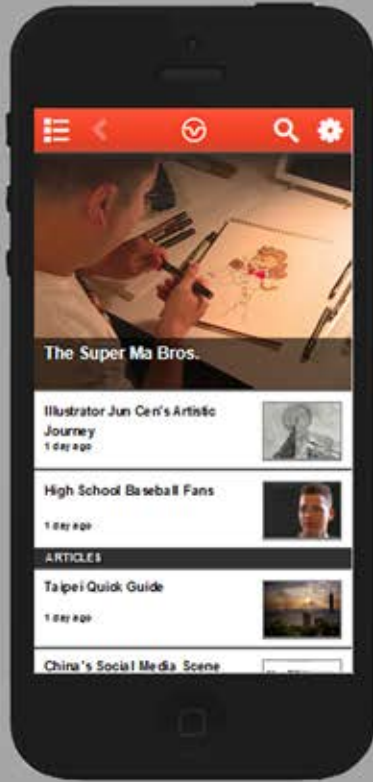


Age

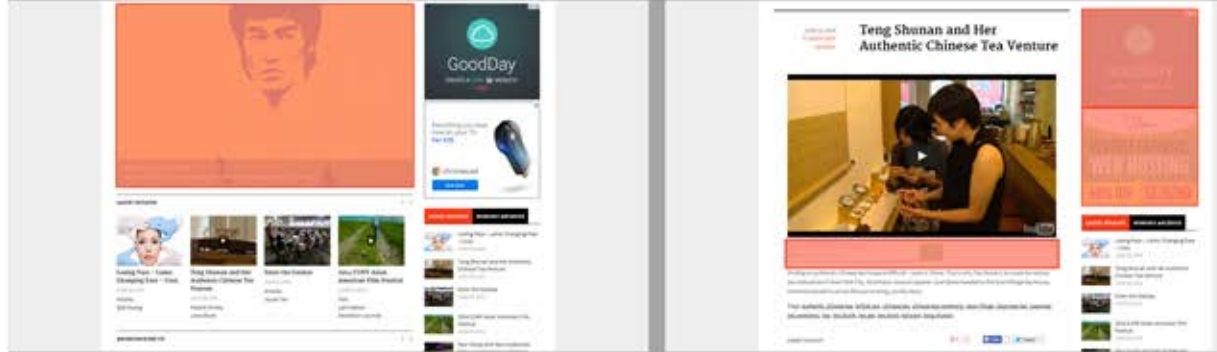
Enjoy a drink 2 or more
nights a week

Spend over **\$200** on
clothes on an average
shopping trip

AD PRODUCTS



MOBILE ADS



BANNERS



HI-IMPACT
DISPLAY



PRE-ROLL



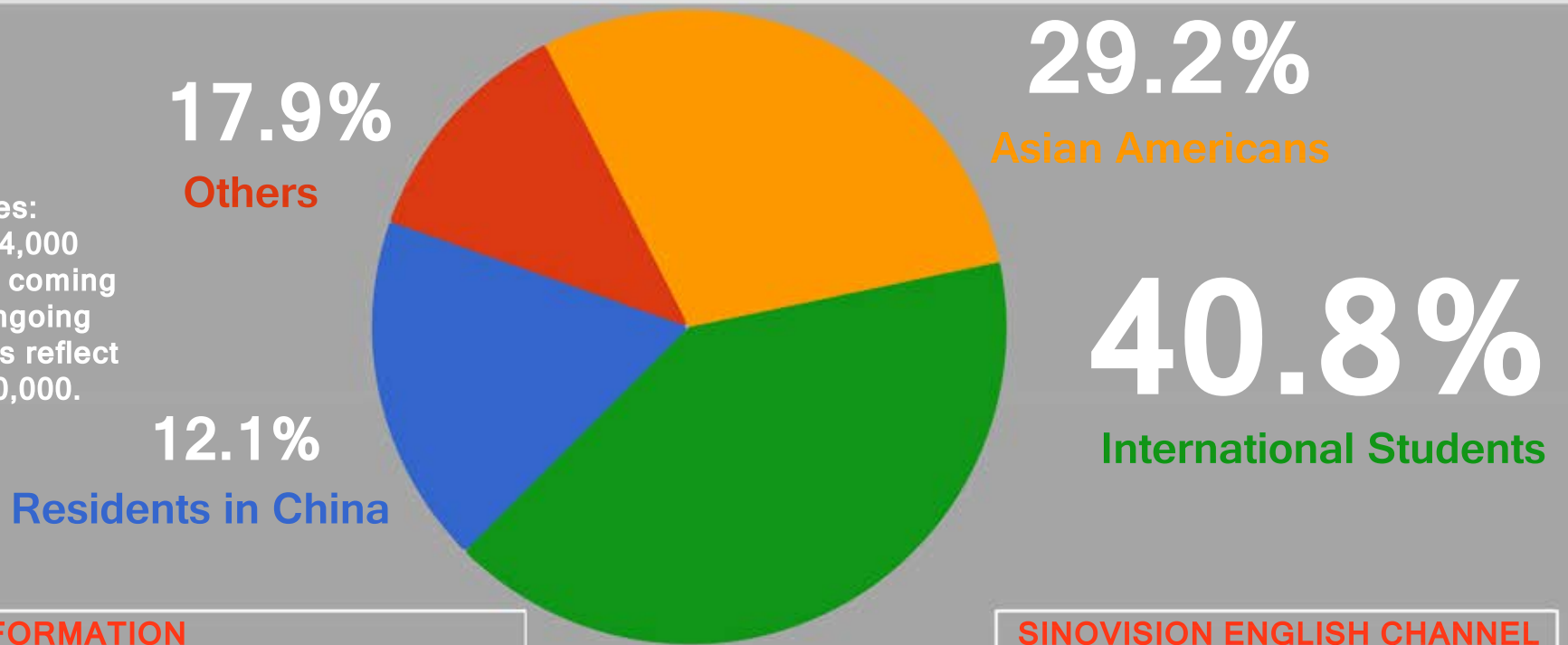
SOCIAL
MEDIA

RATE CARD

Ad Type	Pixel Size (w x h)	Rate Per Week (\$)	Rate Per Month (\$)	Rate Per Year (\$)	File Size (gif / jpg)
HOME PAGE					
Universal Board (top)	300 by 250		2600	24000	45k
Universal Board (bottom)	300 by 250		2500	23000	45k
Universal Board (buyout)	300 by 500		4000	40000	45k
Leaderboard (top)	770 by 175	900	1800		40k
Leaderboard (bottom)	770 by 175	850	1600		40k
VIDEO CONTENT PAGE					
Full Package*			3200		
Exclusive Banner	735 by 75	600	1000	3000	40k
Featured Text		100	300	2400	
ARTICLE CONTENT PAGE					
Full Package*			2500		
Exclusive Banner	735 by 75	300	500	1500	40k
Featured Text		50	150	1200	

SinoVision English Channel provides fully-customizable solutions for creative design and web development through our dedicated team of professionals.

Additional Notes:
We have over 4,000 unique visitors coming in on a daily ongoing basis. Statistics reflect visitors per 100,000.



CONTACT INFORMATION

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SINOVISION ENGLISH CHANNEL

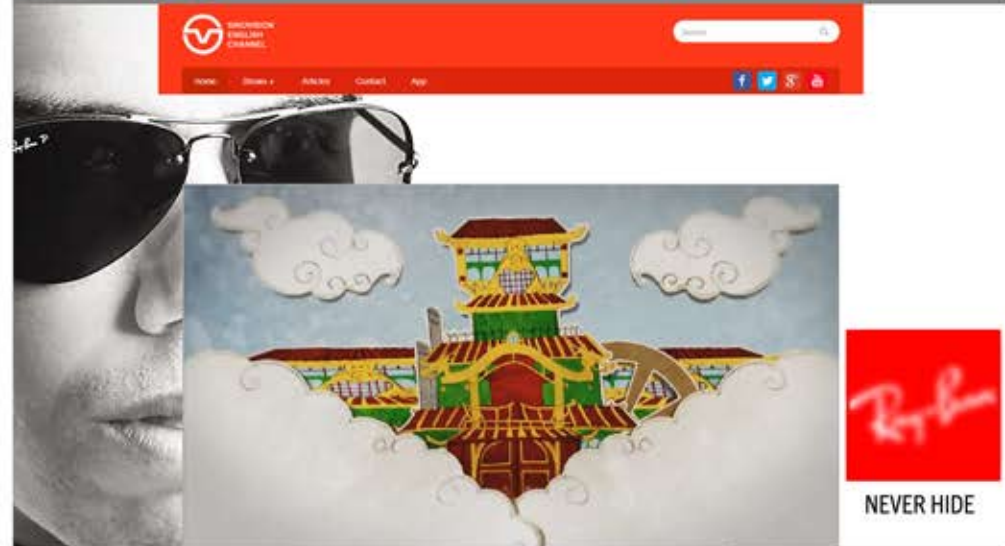
15 East 40th Street
New York, NY 10016
212.213.6688

CUSTOM UNITS



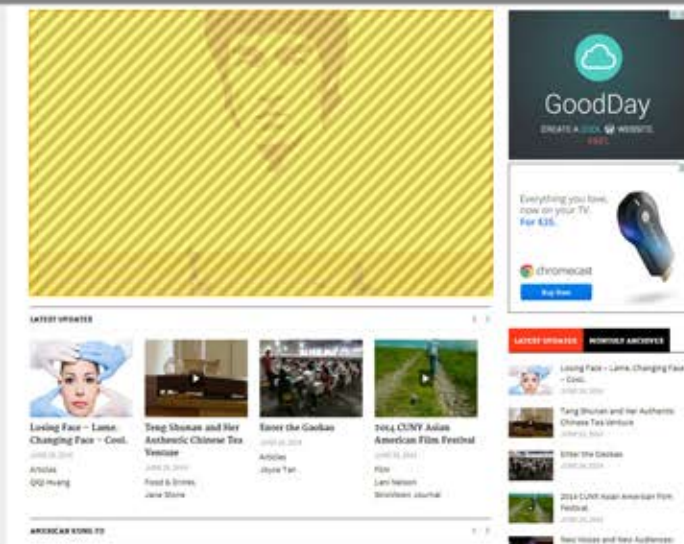
HOMEPAGE VIDEO

A dynamic hi-impact unit that combines contextually matched brand creative with site content.



PAGE TAKEOVER

Re-Skinning of any of our homepages or sections with brand creative. IAB units incorporated.



HOMEPAGE SLIDER

Custom overlay unit, displayed upon site entry. Can include pre-roll.



CONTENT PAGE

Custom, 770x175 headliner unit featuring brand creative and pre-roll.