



***Reach Our
Members***

Sponsorship and Advertising Platforms

Covered by All Channels

Tune in to AmCham China's multimedia channels to reach our 3,000+ members and beyond.

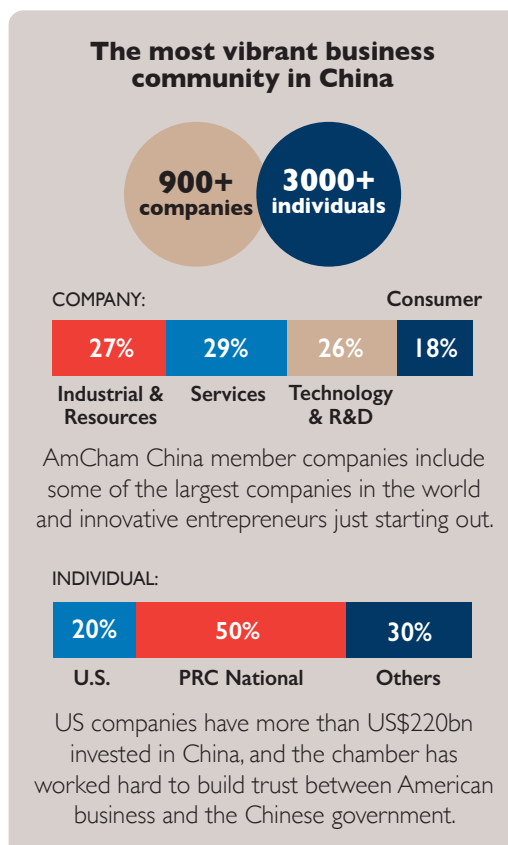
- Online
- Print
- Onsite



About The Chamber

At the heart of the American community in China, AmCham China connects business and government with a vibrant, powerful platform that represents foreign multinationals, SMEs, entrepreneurs, and US individuals in China.

WHO WE ARE



WHAT WE DO

Advocacy and Access

AmCham China unites the two biggest economies in the world by building trust between governments and industry, which allows for greater **advocacy and access**.

Insights

To be your most informed and most innovative, tap into AmCham China's unique **insights** that build on the knowledge of members in a way no other business association can replicate.

Relationships

Plug in to the AmCham China grid to make new personal and professional **relationships** that will help you keep up with the two most vibrant markets in the world.

Services

Ensuring that every business can be its best, AmCham China offers training, visas, member-to-member discounts and more cost-effective **services**.

HOW WE DO IT



Working Groups

- ◆ More than 40 groups
- ◆ Industries, from agriculture to retail
- ◆ Issues, from compliance to standards
- ◆ Social, from golf to young professionals



Events

- ◆ More than 200 events/year
- ◆ American Ball
- ◆ HR Conference
- ◆ Independence Day Party
- ◆ Appreciation Dinner



White Paper

- ◆ Written by members
- ◆ Covering all major policy areas
- ◆ Reference for US and China officials



Business Climate Survey

- ◆ Definitive gauge of business sentiment
- ◆ Valuable tool for decision-making
- ◆ Cited year-round by news media
- ◆ Broken down by industry sector

Marketing Opportunities

There are numerous ways to reach the chamber's **more than 3,000** cardholders, as well as employees of our **more than 900** member companies.

Corporate Partner Program

Business Now Magazine

Website Banner

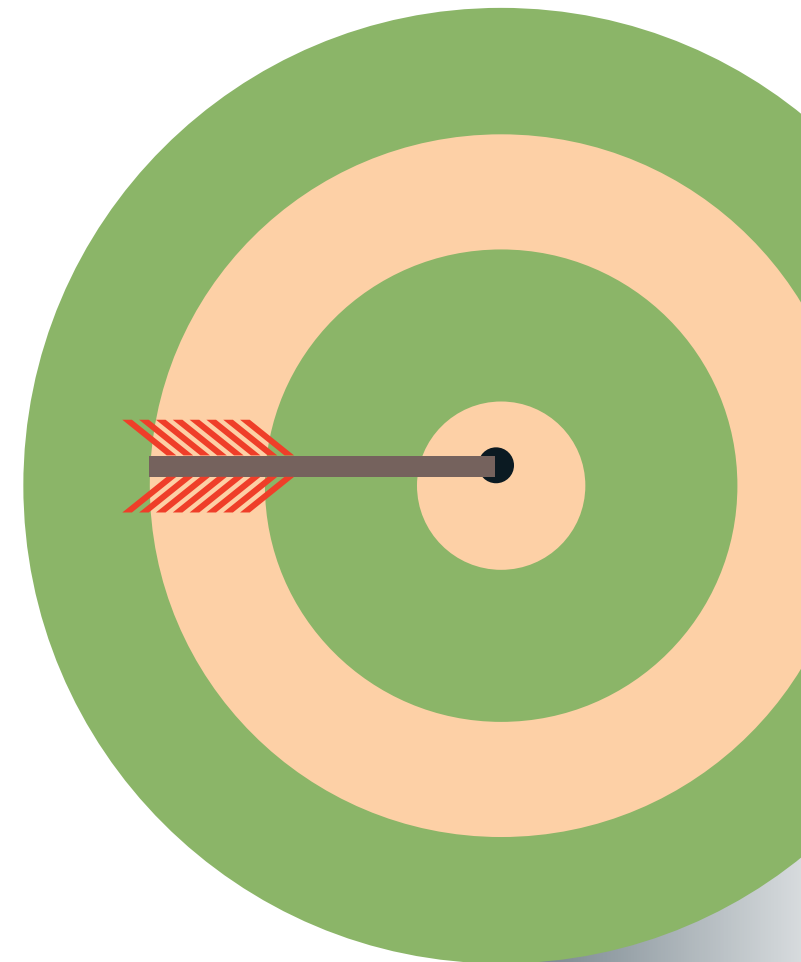
Event Tracker

Weekly Bulletin

EDM

Events

Social Media: Wechat/Linkedin/Twitter

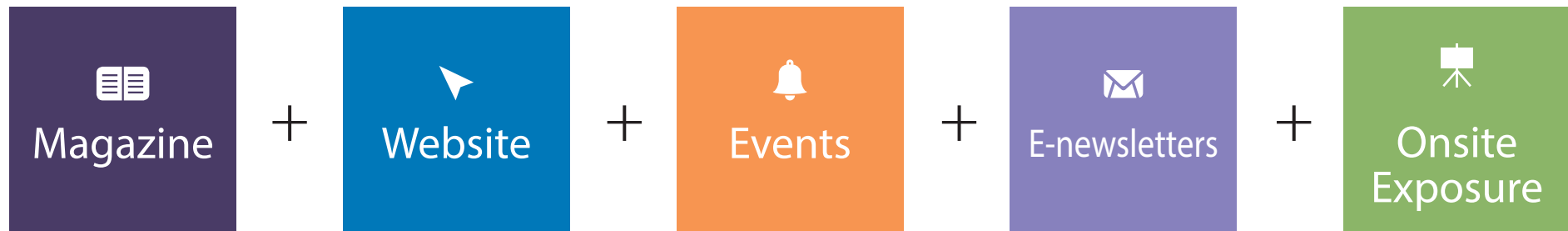


Corporate Partner Program

The AmCham China Corporate Partner Program is limited to 9 companies and provides exclusive visibility in chamber activities and communications across our numerous platforms including:



Covering all dimensions



Corporate Partner Program

Channel	Benefits	Volume	Value (RMB)	Remark
Reception Area	Logo and materials displayed	12 months	60,000	CPP exclusive
Conference Center	Logo displayed on podium	12 months	36,000	CPP exclusive
Website Exposure 1	Logo and individual webpage	12 months	96,000	CPP exclusive
China Bulletin (e-newsletter)	Logo and side banner	50 issues	80,000	Customized program
M2M Sponsorship	Customized event	1 time	15,000	Customized program
EDM (e-newsletter)	Customized content	1 time	10,000	Customized program
Magazine	Full regular page	1 issue	20,000	Customized program
Website Exposure 2	Website top banner	1 issue	35,000	Customized program
Value Sub-Total			352,000	
Package Discount			49%	
Package Total			180,000	

Business Now Magazine

The magazine reports on the chamber's members, activities and current issues affecting China.

Circulation:
6000 / month
4 issues / year

3000+
chamber
members

200+
CEOs

Top US
and Chinese
officials

Display
in 5-star
hotels



Business Now Magazine Rates

Position	Price, RMB/issue		Dimensions
	Member	Non-member	(Width X Height) mm
Inside Front Cover	22,000	26,500	210X285
Facing Inside Front Cover	25,000	30,000	210X285
Facing Index Page	20,000	23,000	210X285
Full Regular Page	18,000	22,000	210X285
Inside Back Cover	22,000	26,500	210X285
Back Cover	31,000	35,000	210X285
1/2 Horizontal	12,000	14,500	180X120
1/2 Vertical	12,000	14,500	88X247
Insert Page	22,000	27,500	<200X275
Sponsorship Page	22,000	42,000	210X285

2-3 issues
5%

4 issues
10%

Discount

Website

The website is the hub of member interactions, and provides critical resources on jobs, events, business intelligence, brands and advocacy.

Traffic:
 30,000+ visits
 55,000+ page views per month

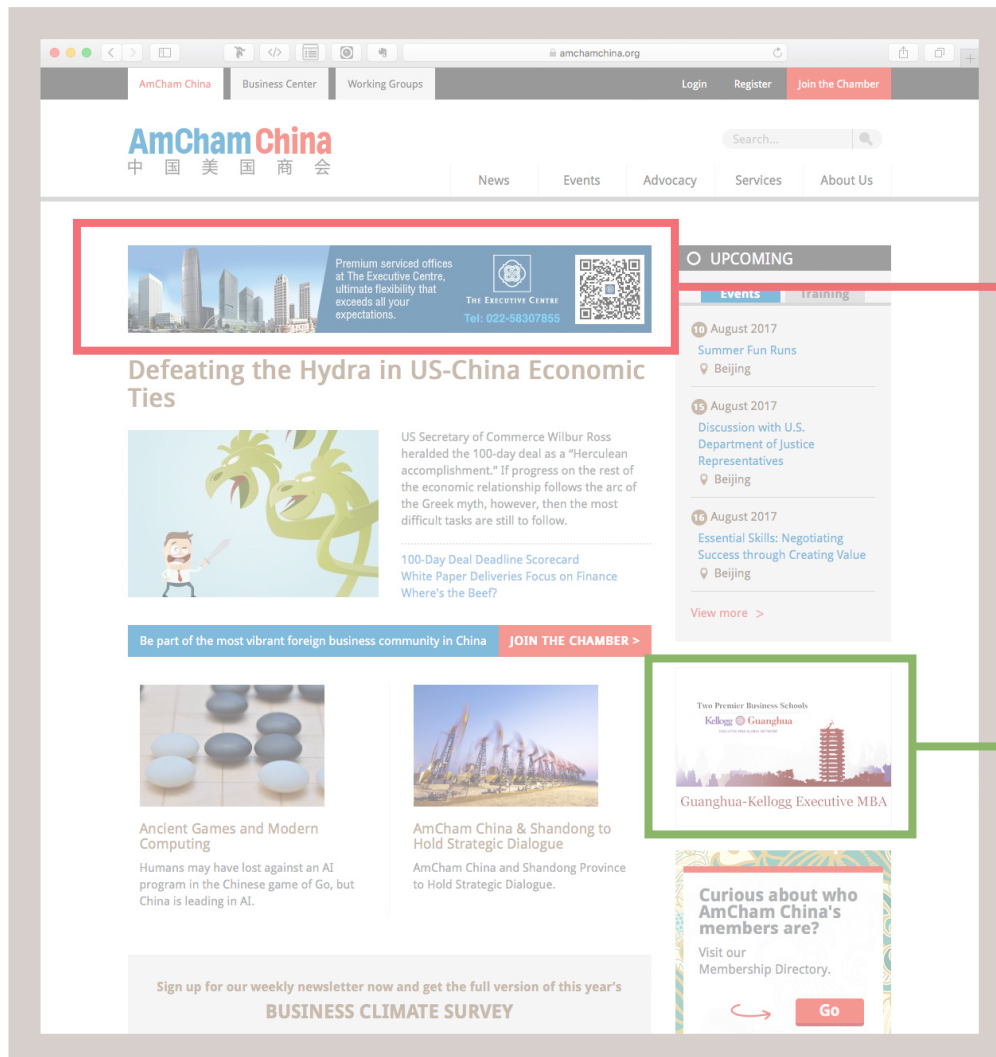
Frequency:
 Updated daily

Audience:
 Most influential business leaders in China

Promotion:
 Content further pushed to Wechat, LinkedIn, etc.



Website Banner Rates



Home Page Banner 658(w)X110 px

	Price, RMB/issue	
Rates	Member	Non-member
1-3 Months	27,500	35,000
4-6 Months	20,000	25,000
7-12 Months	15,000	17,500

Side Banner 272(w)X200 px

	Price, RMB/issue	
Rates	Member	Non-member
1-3 Months	20,000	24,000
4-6 Months	14,000	16,800
7-12 Months	10,000	12,000

Weekly Bulletin (e-newsletter)



The Weekly Bulletin is a popular and well-received e-publication with a long history. It wraps up the best of the magazine, exclusive interviews, multimedia content, events, jobs and lots more.

Frequency:
Every Friday

Audience:
3,000+
members,
12,000+
subscribers


Circulation:
15,000 per
month and
growing!

Weekly Bulletin Rates

Top Banner 600(w)x150 px		
	Price, RMB/issue	
Rates	Member	Non-member
<=2 Issues	4,500	5,500
3-6 Issues	3,600	4,500
7-12 Issues	3,200	4,000
>12 Issues	2,800	3,500


Middle Banner 600(w)x150 px		
	Price, RMB/issue	
Rates	Member	Non-member
<=2 Issues	3,000	3,600
3-6 Issues	2,600	3,100
7-12 Issues	2,300	2,800
>12 Issues	2,100	2,500

FOCUS



A SWEET TREAT OF UP TO 40% OFF
FOR ASCOTT ONLINE ADVANTAGE MEMBERS!
*Book from 25 May to 31 August 2017, for stays from 1 June to 31 August 2017.

Belts, Roads, and Multinationals




Gabriel Wong, the PwC China Head of China Corporate Finance and One Belt One Road Leader, shares his view on the opportunities and risks foreign companies will face with China's Belt and Road (B&R) Initiative. Wong argues that foreign companies will need to navigate through these uncertainties in order to benefit from participation in the largest trans-continental infrastructure initiative the world has ever known.

[Read More](#)

NETWORK

In-Depth Interview – U.S.-China Green Fund



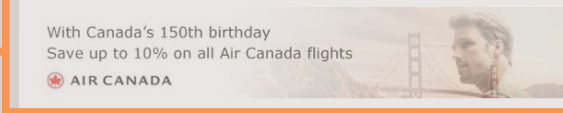
We sat down with Dr. Bo Bai, the CEO of the U.S.-China Green Fund, and learned about the Fund's mission, the potential for US-China cooperation on green development, and where the Fund wants to be in the future.

[Read More](#)

Special Event – All-Chamber Welcome Back Networking

Meet the members of other foreign chambers of commerce in Beijing at the annual All-Chamber Welcome Back Networking night. As one of the biggest networking events of the year, the gathering attracted more than 600 members of the foreign business community last year from a wide variety of industries. Tickets are on sale now, but will go quickly, so buy yours before the event is sold out.

[Read More](#)



With Canada's 150th birthday
Save up to 10% on all Air Canada flights

AIR CANADA

WeChat

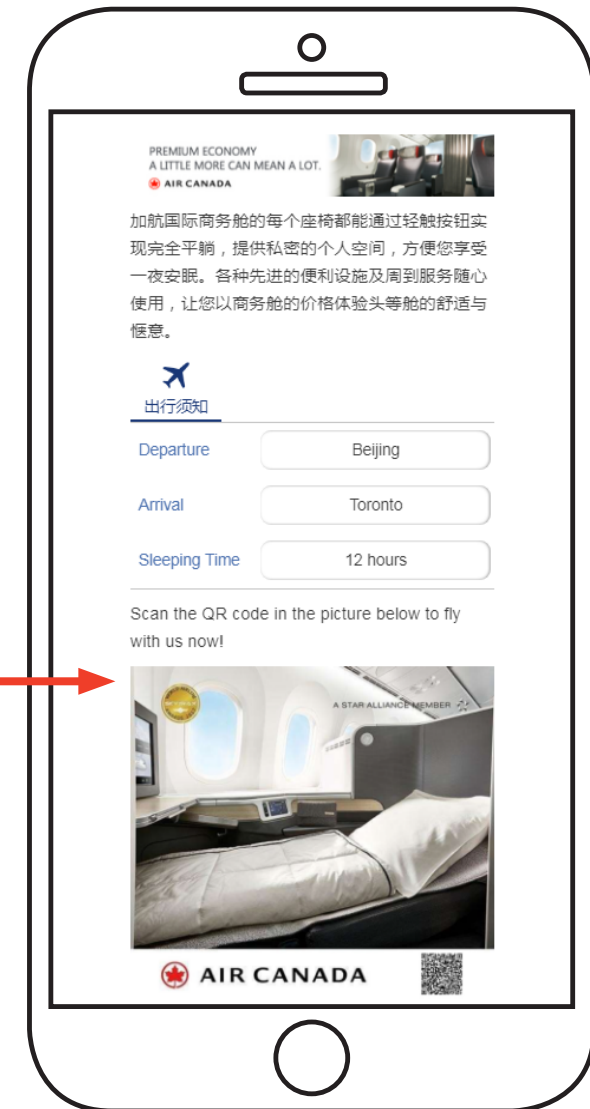
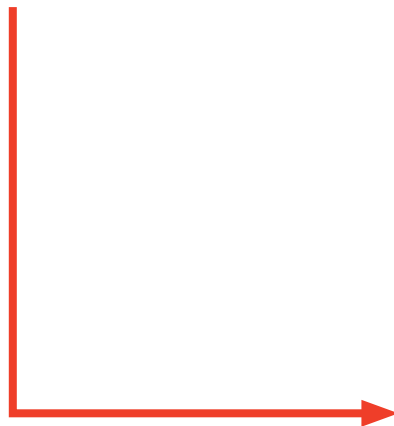
Designed primarily to target our growing number of Chinese-speaking members, AmCham China's official WeChat channel provides an attractive option for companies. Customized content using the very latest formatting technologies, including HTML5, can appear directly on the phones of our 10,000+ followers. Our WeChat channel is also a great way to expand your reach with shareable content.

Circulation:
10,000+
followers

Position	Inventory/month	Suggested RMB
Dedicated Posting	2	30,000
Single slot in multi-slot posting	4	10,000
Top banner for every slot in multi-slot posting	2	20,000
Bottom banner for every slot in multi-slot posting	2,800	3,500

WeChat

Dedicated posting example



WeChat

Single slot example

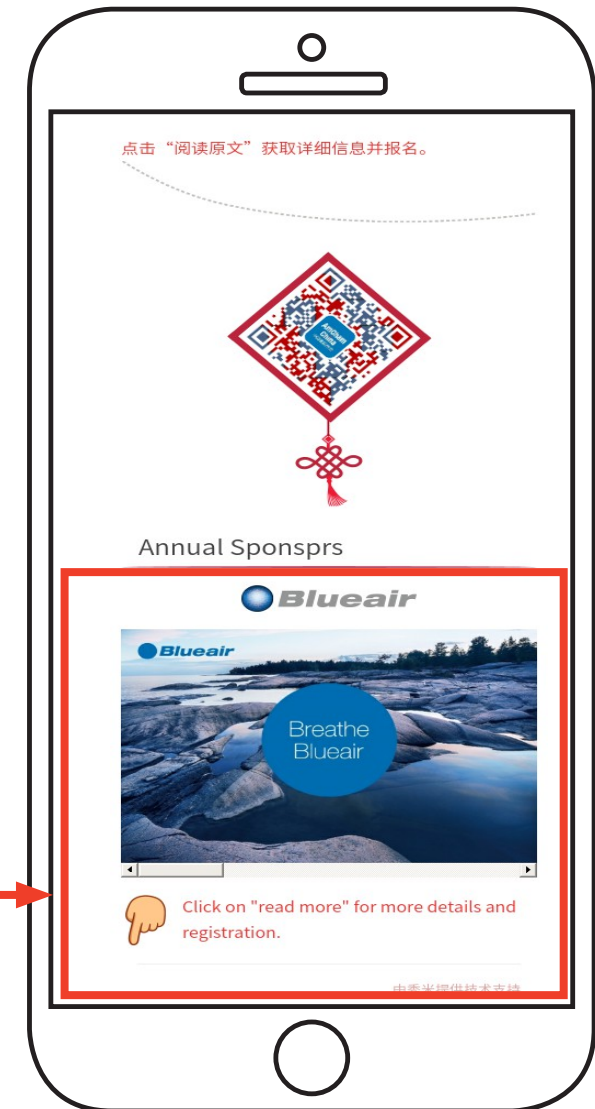


WeChat

Top banner example



Bottom banner example



Event Tracker (e-newsletter)

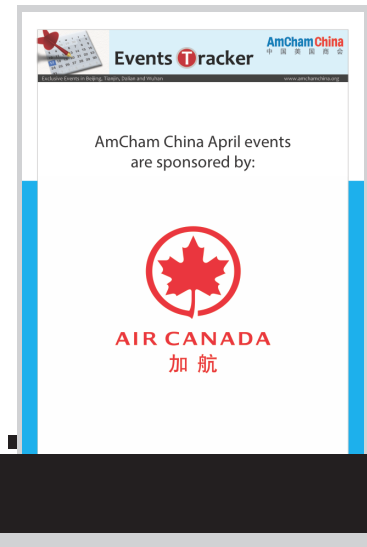
A notification of upcoming events in the next two weeks



Top Banner 600(w)x150 px

Price, RMB/month

Member	Non-member
28,000	33,000



Frequency:
Every Monday

Circulation:
7,000 per issue

Audience:
3,000+ members & 4,000+ subscribers

Benefit:
One-month banner sponsorship in the Tracker e-mail

Benefit:
Exposure at the registration area of most events during the sponsored month

Email Direct Marketing (EDM)



Customize your own content and design, then let us bring it directly to our audience.

RMB 10,000
per issue

Signature Event Sponsorship to Showcase Community Leadership

Provides diverse platforms to showcase business leadership and corporate social responsibilities

Events	Time	Option 1	Option 2	Option 3
GA Conference	March	25,000	-	15,000
Women Economy Summit	March	165,000	55,000	22,000
American Ball	May	125,000	60,000	30,000
HR Conference	June	66,000	35,000	22,000
4th of July Celebration	July	40,000	-	20,000
T&I Summit	September	148,000	98,000	48,000
Annual General Meeting	November	-	-	20,000
Appreciation Dinner	December	110,000	-	55,000

Executive Roundtables

These tailor-made events are powerful mindshare vehicles, which companies can customize according to business targets. Choose the content, format and invitees that you prefer.

RMB 35,000-
40,000 per
event

Targeted
invite-only
speakers and
audience

Moderated
intimate
discussions
with potential
business leads
conversion

Pre- /
post- event
promotion
through AmCham's
media for holistic
branding

AmCham provides:

- Co-design event synopsis, agenda and format
- Venue selection at AmCham member pricing
- Planning and production of collaterals
- Targeted speaker sourcing and audience invite
- AmCham and external media promotion

Member-to-member Events (M2M)

Showcase your company, enhance your brand!

The M2M is AmCham China's commercial event platform. It is sponsored by companies who are seeking to share the latest information about their products, services, technologies or expertise with fellow AmCham China members.

RMB
10,000-15,000
per event

Format:
*Designed by
sponsors*

Promotion:
*Once to the AmCham
China general membership,
which includes a
distribution list of 12,000
individuals*

Audience:
*Free to all
members and their
employees*

Thank You

Contact US

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