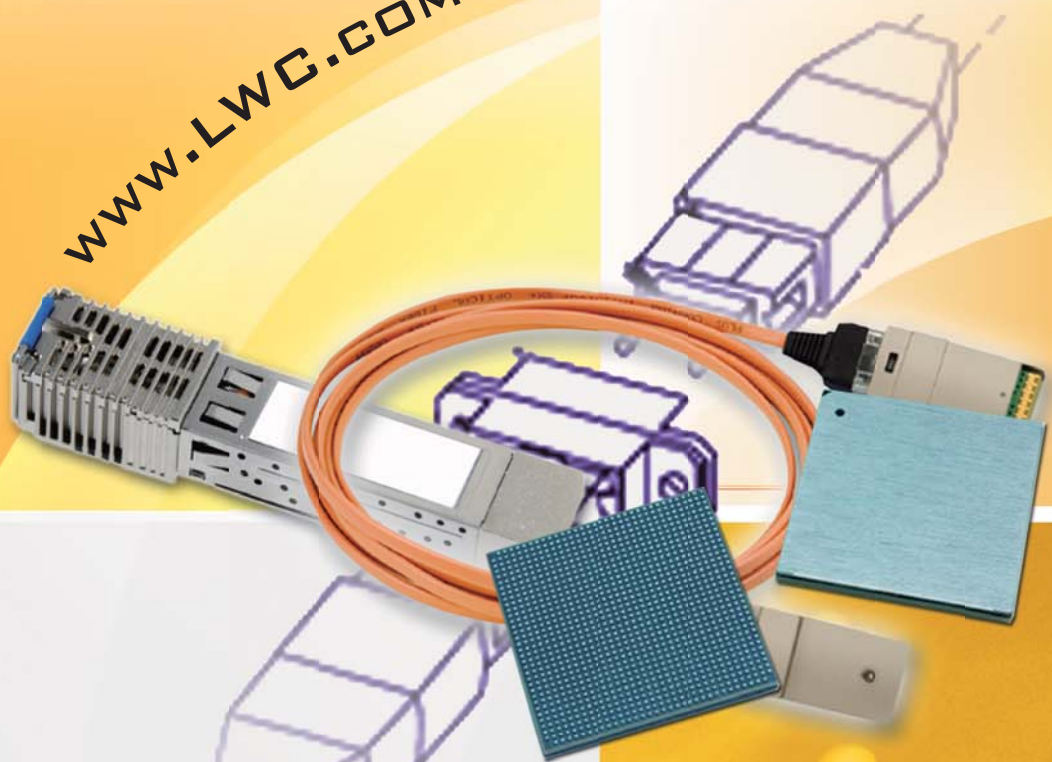


LIGHTWAVE[®] CHINA

光波通信

世界光通信技术、应用、市场与产品报道和分析

WWW.LWC.COM.CN



2011 媒体
信息
Media Information



概述 Introduction

光波通信

- Lightwave的中文版：2002年9月创刊，Lightwave授权《光波通信》独家享有其文章的中文版权。
- 为中国读者量身定做：从Lightwave杂志选译中国读者感兴趣的文章并接受来自中国和国外的投稿。
- 唯一专注于光通信行业的中文杂志。
- 提供光通信领域的新闻、技术、应用、市场、产品、标准等多方面的深度信息。
- 免费向专业人士赠阅，每期发行量为10,000份。2011年出版6期。并发行电子书扩大影响力。
- 从2005年开始，每年9月主办“中国FTTH研讨会”。
- 每年出版“中国光通信地图”海报。

Lightwave是世界最著名的光通信行业杂志，为行业提供高质量的内容，包括业界专家、分析师和编辑撰写的深入的技术、应用、市场、产品、案例等分析文章，紧跟技术前进的步伐和市场发展的脉搏。

Lightwave是广告商的首选杂志，光通信行业的主要公司都选择Lightwave刊登广告。欲更详细地了解Lightwave，请访问www.lightwaveonline.com。

Lightwave China

- Chinese edition of Lightwave: Launched in September 2002, Lightwave China is authorized to exclusively translate editorial content from Lightwave for our readers in China.
- Tailored for Chinese readers: Articles are carefully selected from Lightwave; we also accept editorial submissions from the industry.
- The unique magazine in China focusing 100% on the optical communication industry.
- Providing in depth information on news, technology, applications, markets, products, and standards in the optical communications arena.
- Controlled-free distribution by mail to 10,000 professionals. Six issues in 2011. And E-magazine has been launched to enlarge our circulation coverage.
- FTTH China Conference held in September every year since 2005.
- Publisher of the annual China Optical Communication Map.

Lightwave is the No.1 trade magazine covering the world optical communications industry, providing unsurpassed quality editorial on a bimonthly basis to professional readers worldwide. Contents include in-house generated articles as well as contributed articles from industry experts, covering technology, applications, markets, products, and case studies.

Lightwave is the No. 1 choice in magazines for advertisers; all major companies in the optical communications industry advertise through Lightwave to reach their customers in the optical communications industry. For more information, please visit www.lightwaveonline.com.

全方位信息平台 Complete Information Platform

印刷杂志 Print Magazine



中文版
Chinese Edition



英文版
English Edition

增值市场推广机会 Ancillary Opportunities

LWC 光通信地图 LWC Optical Communications Map



电子媒体 Digital Media



网站 Website



电子书 eMagazine



电子快讯 eFocus

发行 Circulation

采用读者申请, 免费赠阅方式发行。另外, 还在各专业展览和会议上向观众免费发放。每期发行量10,040册(包括展会派发及宣传推广)。读者分布情况如下: Controlled-free distributed to 10,040 qualified readers, including distribution at major telecom and fiber optic trade shows/ conferences in China. The circulation breakdown is as follow.

按职务分类 Job Function

研究/开发/设计 Research/ Development/ Design	38%
公司管理 Corporate Management	25%
产品制造/检测 Manufacturing/ Test	9.0%
市场营销/销售 Marketing/ Sales	9.0%
采购 Procurement	6.0%
网络运行/维护/管理 Network OAM	5.0%
其他 Others	8%

按地区分布 By Geographical

华南 Southern China	40.2%
华东 Eastern China	27.3%
华北 Northern China	15%
华中 Central China	8.6%
西南 Southwest China	3.2%
东北 Northeast China	1.8%
西北 Northwest China	1.6%
香港 Hong Kong	1.0%
台湾 Taiwan	0.8%
其他 Other	0.5%
	100%

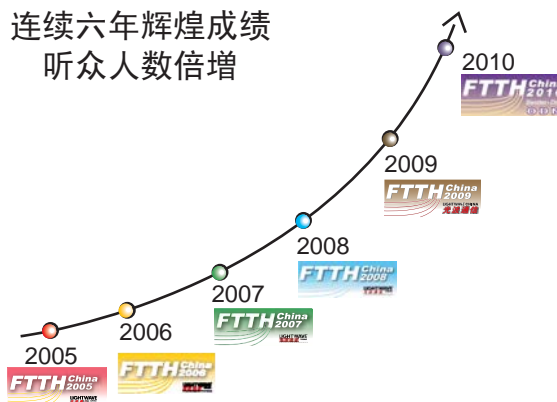
按公司分类 Type of Business

系统设备 System Equipment	62.2%	
子系统设备 Sub-system Equipment		
芯片、元件、器件 Chip, Element, Component		
光纤、光缆及其配件 Fiber, Cable & Assemblies		
测试、测量、监控设备 Test, Measurement and Monitor Equipment		
其他光通信产品制造商 Other Optical Communication Product		
光通信产品经销/分销/代理商 Optical Communication Products Distribution/ Agents		
电信运营商 Telecom Carrier		19.5%
有线电视网运营商 Cable TV Carrier		
行业专网 Private Network		
其它光网络运营商 Other carrier	9.8%	
研发机构(大学/研究院、所/实验室) Research & Development Institution		
大型企业用户(光通信产品和业务的最终用户) Corporate User		
光网络建设、施工、安装、系统集成商 Optical Network Construction, Installation, Integration		
其他 Others	5.0%	
	100%	

中国光纤到户研讨会 FTTH China Conference/ 光配线网论坛 ODN Forum Show



连续六年辉煌成绩
听众人数倍增



广告价格 Advertising Rate (人民币 RMB ¥)

■ 彩色 Four Color ■ 双色 Two Color ■ 黑白 Black & White

	1x			3x			6x		
整版 Full Page	20,330	18,830	16,580	19,050	17,550	15,300	17,780	16,280	14,030
2/3版 Page	17,930	16,430	14,180	16,800	15,300	13,050	15,750	14,250	12,000
1/2版 Page	15,750	14,250	12,000	14,850	13,350	11,100	13,880	12,380	10,130
1/3版 Page	14,030	12,530	10,280	13,200	11,700	9,450	12,450	10,950	8,700
1/4版 Page	14,030	11,030	10,280	11,850	10,350	8,100	11,180	9,680	7,430
1/6版 Page	12,530	11,030	8,780	10,650	9,150	6,900	10,050	8,550	6,300

封面 CI	37,500
封面内页 Cover II	30,000
封底内页 Cover III	22,500
封底 Cover IV	37,500
第一页 P. 1	26,250
目录对页 Facing Table of Content	24,000
其他特别位置 Other Specified Positions	+10%
广告公司佣金 15% 15% commission to recognized ad agency	
翻译 Translation charge (per page): 每页750人民币 RMB ¥750	

网上广告价格 Online Advertising

网站 Website		
横幅 Banner	尺寸及材料要求 SIZE/ SPECS 只接受jpeg 及 gif 格式 (非动画) jpeg or gif files only	期/ Issue RMB ¥
1 & 8	顶及底部 Top & Bottom Leaderboard 配置整个网站 run on site 728 x 90 pixels, 30K	15,750
2	长方形 右1 Rectangle banner - Right 1 配置整个网站 run on site 180 x 150 pixels, 15K	9,750
3	长方形 右2 Rectangle banner - Right 2 配置整个网站 run on site 180 x 150 pixels, 15K	9,750
4	直身形 右3 Wide Skyscraper - Right 3 run on site 160 x 600 pixels, 30K	11,250
5	长方形 右4 Rectangle banner - Right 4 配置整个网站 run on site 180 x 150 pixels, 15K	5,250
6	长方形 右5 Rectangle banner - Right 5 配置整个网站 run on site 180 x 150 pixels, 15K	5,250
7	长方形 右6 Rectangle banner - Right 6 配置整个网站 run on site 180 x 150 pixels, 15K	5,250
Webinar/ Webcast	Exclusive Sponsor	60,000

(各位置可接受两个广告轮转 Allow 2 sponsors to rotate at each spot)

电子快讯 eFocus				
位置 Position	尺寸 Dimension (pixels, w x h)	大小 Size	格式 Format	期/ Issue RMB ¥
Top Banner	728 x 90	60K	JPG/ GIF	8,250
Banner 1	300 x 60	30K	JPG/ GIF	6,380
Banner 2	300 x 60	30K	JPG/ GIF	4,880
Banner 3	300 x 60	30K	JPG/ GIF	4,880
Text Ad 1	Max. 110 Chinese words		Word doc.	6,380
Text Ad 2	Max. 110 Chinese words		Word doc.	4,880
Video Snapshot 1		N/ A		7,500
Video Snapshot 2		N/ A		7,500
Video Snapshot 3		N/ A		6,000



9 掀页广告 Page Peel 11,250
增强显示赞助商广告内容
Expands to Cover Site Content
and Reveal Sponsor's Content
配置整个网站 run on site
反页角 DogEar : 75x75 pixels
掀页面 PagePeel : 712x544 pixels

电子杂志 eMagazine



位置 Position	期/ Issue RMB ¥	备注 Remark
eMagazine download	4,880	per issue (max. 2 sponsors)
Notice---Sponsor logo	6,750	per issue (exclusive sponsor)
Login page---Text ad	3,380	per month (max. 2 ads)
Select issue---Sponsor logo	4,880	per month (max. 2 sponsors)
Refer a friend---Text ad	2,630	per month (max. 2 ads)
Menu Bar (all pages)--- Sponsor logo	6,000	per issue (max. 2 sponsors)
Enhanced Ad (adding web functions to print ad) 电子广告增值 (加入电子功能)	期/ Issue RMB ¥	备注 Remark
Web-link (one) 连结 (一个)	Free 免费	
Web-link (each additional) 连结 (每增加一个)	230	
Add-on Flash function 加入Flash 功能	4,880	(incl. production 包括制作)
Add-on Button with web-links 加入Button (含连结)	1,880	(incl. production 包括制作)
Add-on additional Full Page ad 增加整版广告	4,880	(full page only 只接受整页)

电子快讯 eFocus





2011 媒体信息 Media Information

www.LWC.com.cn

广告价格 Advertising Rate (美元 US\$)

■ 彩色 Four Color ■ 双色 Two Color ■ 黑白 Black & White

	1x	3x	6x
整版 Full Page	2,710 2,510 2,210	2,540 2,340 2,040	2,370 2,170 1,870
2/3版 Page	2,390 2,190 1,890	2,240 2,040 1,740	2,100 1,900 1,600
1/2版 Page	2,100 1,900 1,600	1,980 1,780 1,480	1,850 1,650 1,350
1/3版 Page	1,870 1,670 1,370	1,760 1,560 1,260	1,660 1,460 1,160
1/4版 Page	1,670 1,470 1,170	1,580 1,380 1,080	1,490 1,290 990
1/6版 Page	1,490 1,290 990	1,420 1,220 920	1,340 1,140 840

封面 CI	5,000
封面内页 Cover II	4,000
封底内页 Cover III	3,000
封底 Cover IV	5,000
第一页 P. 1	3,500
目录对页 Facing Table of Content	3,200
其他特别位置 Other Specified Positions	+10%
广告公司佣金15% 15% commission to recognized ad agency	
翻译 Translation charge (per page): 每页100美元 US\$100	

网上广告价格 Online Advertising

横幅 Banner	尺寸及材料要求 SIZE/ SPECS 只接受jpeg 及 gif 格式 (非动画) jpeg or gif files only	期/ Issue US\$
1 & 8	顶及底部 Top & Bottom Leaderboard 配置整个网站 run on site 728 x 90 pixels, 30K	2,100
2	长方形 右1 Rectangle banner - Right 1 配置整个网站 run on site 180 x 150 pixels, 15K	1,300
3	长方形 右2 Rectangle banner - Right 2 配置整个网站 run on site 180 x 150 pixels, 15K	1,300
4	直身形 右3 Wide Skyscraper - Right 3 run on site 160 x 600 pixels, 30K	1,500
5	长方形 右4 Rectangle banner - Right 4 配置整个网站 run on site 180 x 150 pixels, 15K	700
6	长方形 右5 Rectangle banner - Right 5 配置整个网站 run on site 180 x 150 pixels, 15K	700
7	长方形 右6 Rectangle banner - Right 6 配置整个网站 run on site 180 x 150 pixels, 15K	700
Webinar/ Webcast	Exclusive Sponsor	8,000

(各位置可接受两个广告轮转 Allow 2 sponsors to rotate at each spot)

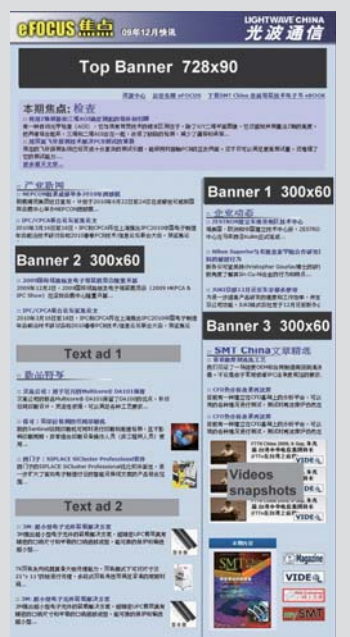
位置 Position	尺寸 Dimension (pixels, w x h)	大小 Size	格式 Format	期/ Issue US\$
Top Banner	728 x 90	60K	JPG/ GIF	1,100
Banner 1	300 x 60	30K	JPG/ GIF	850
Banner 2	300 x 60	30K	JPG/ GIF	650
Banner 3	300 x 60	30K	JPG/ GIF	650
Text Ad 1	Max. 110 Chinese words		Word doc.	850
Text Ad 2	Max. 110 Chinese words		Word doc.	650
Video Snapshot 1		N/A		1,000
Video Snapshot 2		N/A		1,000
Video Snapshot 3		N/A		800

电子杂志 eMagazine



位置 Position	期/ Issue US\$	备注 Remark
eMagazine download	650	per issue (max. 2 sponsors)
Notice---Sponsor logo	900	per issue (exclusive sponsor)
Login page---Text ad	450	per month (max. 2 ads)
Select issue---Sponsor logo	650	per month (max. 2 sponsors)
Refer a friend---Text ad	350	per month (max. 2 ads)
Menu Bar (all pages)--- Sponsor logo	800	per issue (max. 2 sponsors)
Enhanced Ad (adding web functions to print ad) 电子广告增值 (加入电子功能)	期/ Issue US\$	备注 Remark
Web-link (one) 连结 (一个)	Free 免费	
Web-link (each additional) 连结 (每增加一个)	30	
Add-on Flash function 加入Flash 功能	650	(incl. production 包括制作)
Add-on Button with web-links 加入Button (含连结)	250	(incl. production 包括制作)
Add-on additional Full Page ad 增加整版广告	650	(full page only 只接受整页)

电子快讯 eFocus



LIGHTWAVE CHINA
光波通信
世界尖端技术, 应用, 市场与产品最新分析

9 掀页广告 Page Peel 1,500
增强显示赞助商广告内容
Expands to Cover Site Content
and Reveal Sponsor's Content
配置整个网站 run on site
反页角 DogEar : 75x75 pixels
掀页面 PagePeel : 712x544 pixels



规格 Specification

总则 General Policy

刊登广告的厂商及广告代理商对广告的内容负有全部责任，并且因广告内容而对出版人提出的要求承担全部责任。对于内容与本刊文章类似的广告稿件，出版人有权加上“广告”二字。对于数字方面的错误，出版人一概不承担任何责任。由于非人力不可抗拒的原因、政府机构或者半官方机构的行动、火灾、水灾、事变、动乱、爆炸、禁运、合法或者非法的罢工、劳力或者材料短缺、各种原因引起的运输中断和停工所造成的广告稿件交送延误或者无法交送，以及其他出版人无法控制的因素而影响生产或者材料交送，因此导致广告刊登延误或者延期，出版人一概不承担任何责任。

在刊登广告的厂商未付款时，出版人有权要求刊登广告的厂商及/或者广告代理商负责将有关款项付给出版人。当与收费标准中列出的条件发生冲突时，不论是何种情况，出版人均不受合同中的条件所约。

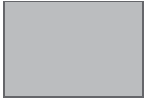










Advertisers and advertising agencies assume liability for all content of advertisements printed and also assume responsibility for any claims arising there-from made against the publisher. The publisher reserves the right to reject advertising not conforming to publication standards. The publisher reserves the right to place the word "advertisement" with copy, which, in the publisher's opinion, resembles editorial materials. The publisher is not responsible for errors in key numbers. Publisher is not liable for delays in delivery and/or non-delivery in the event of an Act of God, action by any government or quasi-government entity, fire, flood, insurrection, riot, explosion, embargo, strike, whether legal or illegal, labor or material shortage, transportation, interruption of any kind, work slowdown, or any condition beyond the control of the publisher affecting production or delivery in any manner.

In the event of non-payment, the publisher reserves the right to hold the advertiser and/ or agency jointly and severally liable for such monies as are due and payable to the publisher. The publisher will not be bound by any conditions, printed or otherwise, appearing on any insertion order or contract when they conflict with the terms and conditions of this rate card.

关于取消广告 Cancellations

在规定期限之后，广告不得改变或取消。在规定期限之前，如要取消广告，必须以书面通知。

No cancellations or changes will be accepted after space closing date. Notification of cancellations prior to closing date must be in writing.

	跨版 Spread Page	整版 Full Page	2/3 版纵向 Page Vertical	2/3 版横向 Page Horizontal	1/2 版纵向 Page Vertical	1/2 版横向 Page Horizontal	1/2 版岛形 Page Island	1/3 版纵向 Page Vertical	1/3 版横向 Page Horizontal	1/4 版 Page	1/6 版 Page	
有效面积 Live Area (Non-Bleed)	 381mm x 254mm 15" x 10"	 178mm x 254mm 7" x 10"	 114mm x 248mm 4.5" x 9.75"	 178mm x 168mm 7" x 6.61"	 86mm x 248mm 3.375" x 9.75"	 178mm x 124mm 7" x 4.875"	 114mm x 187mm 4.5" x 7.375"	 57mm x 248mm 2.25" x 9.75"	 178mm x 84mm 7" x 3.31"	 86mm x 124mm 3.375" x 4.875"	 57mm x 124mm 2.25" x 4.875"	
裁切尺寸 (Trim)	406mm x 273mm 16" x 10.75"	203mm x 273mm 8" x 10.75"	※ 有效面积: 包括所有广告内容 (文字, 图像和照片) Live Area: Including all essential elements (text, graphics & photos)						70mm x 273mm 2.76" x 10.75"			
出血尺寸 (Bleed)	419mm x 279mm 16.45" x 11"	209mm x 279mm 8.25" x 11"							76mm x 279mm 2.99" x 11"			

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Tel: 49-8856-8020228

Israel
Dan Aronovic (Tel Aviv), aronovic@actcom.co.il
Tel: 972-9-899-5813

Send your booking orders & ad materials by email, courier or FTP upload. Contact Mandy for details. 请通过电邮, 速递或FTP上载提交广告订单及物料。若有需要请联系Mandy

Ad Service Manager (广告服务经理)
Mandy Choy (蔡万芳), mandyc@actintl.com.hk
Tel: 852 2838 6298



编辑计划 Editorial Calendar

月份 Month	封面故事 Cover Story	技术专栏 Tech Center		展会额外派发 Bonus Distributions
		FTTH	ODN	
2/3 Issue: Feb 25 Ad. close: Feb 1 Mat. close: Feb 11 Editorial: Jan 25	年度技术预测 Annual Technology Forecast	PON+EoC	光分路器 Optical Splitters	CCBN FOE
4/5 Issue: Apr 26 Ad. close: Apr 6 Mat. close: Apr 15 Editorial: Mar 25	40G/100G技术	10G EPON	光纤、光缆 Fiber & Cable	OptiNet China
6/7 Issue: Jun 27 Ad. close: Jun 3 Mat. close: Jun 15 Editorial: May 25	OTN	XGPON	光纤连接技术 Fiber Connecting Technique	
8/9 Issue: Aug 25 Ad. close: Aug 2 Mat. close: Aug 10 Editorial: Jul 20	光子集成 Photonics Integration	WDM-PON	光纤管理设备 Fiber Management Devices	CIOE 2011、FTTH China P&T/ Expo Comm China
10/11 Issue: Oct 25 Ad. close: Oct 11 Mat. close: Oct 18 Editorial: Sep 26	电信级以太网 Carrier Ethernet	耐弯光纤 Bendable Fiber	建设规范 Construction Specifications	
12/1 Issue: Dec 28 Ad. close: Dec 1 Mat. close: Dec 9 Editorial: Nov 21	分组光传输 Packet Optical Transport	测试、测量 Test & Measurement	施工与工具 Implementation & Tools	Corp/ Product Profile Supplement

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