

## Banner Ads on HBR China's Weekly e-newsletter

<b>Size of Universe</b>	100,000
<b>Price</b>	Pricing within China: RMB 20,000 per eblast of 100,000
<b>Source</b>	Subscriber of Harvard Business Review China
<b>Min Order Quantity</b>	Entire file
<b>Update Frequency</b>	Anually

✉ <b>Postal</b>	N/A
@ <b>eMail</b>	100,000
☎ <b>Landline</b>	N/A
☎ <b>Cell Phone</b>	N/A

### DESCRIPTION

Banner Advertising on HBR China's weekly e-Newsletter is one of the best tools to reach C-level business people in China. Online advertising is currently predominant over other types of advertising. With HBR Banner Ads, you are able to target a large percentage of C-level business people who want to educate themselves to lead and better their organizations.

"Harvard Business Review is the leading destination for smart management thinking. Harvard Business Review aims to provide professionals around the world with rigorous insights and best practices to help lead themselves and their organizations more effectively and to make a positive impact." (Extract from HBR website).

Banner Ads appear on the weekly e-Newsletter of Harvard Business Review China local version. The banner ads allow you to advertise in English or Chinese.

### SELECT

Geography

### USAGE

Business Products/Services  
Consumer Goods and Products  
Lead Generation  
Investment Opportunities

### RESTRICTIONS

Email List Deployment Services: List Owner does not release the email addresses to third parties. Deployment Services are provided by the List Owner including: HTML set-up. Test blast, final deployment and tracking report.

### LIST TERMS

The list is supplied for a one-time use. The list is seeded to detect unauthorized use. A sample mail piece must be submitted for the list owner's approval. Full payment must be received before the order will be dispatched.

### CANCELLATION POLICY

Orders cancelled 5 days prior to or after original mail date will require payment in full. Orders cancelled before the mail date will be subject to a \$150/file fee plus \$10/M running charges, plus production fees. The mailer will incur extra fees in addition to normal cancellation charges for names cancelled post merge/purge.

### PROCESSING OF ORDER AND DELIVERY

Allow one week upon receipt of the confirmed order.