

BENEFIT PROGRAM

Media Data 2017



CHINA-WIDE REWARD PROGRAM OF THE GERMAN CHAMBER OF COMMERCE

The Benefit Program of the German Chamber of Commerce offers rewards to each of our more than 2,500 German Chamber individual and corporate members in mainland China.

YOUR BENEFITS

- The Benefit Program is **free** to join and allows you to reach our members in North China, Shanghai & Neighboring Provinces and South & Southwest China
 - Enjoy a **free** listing in our printed Benefit Program brochure*
 - Receive **free** exposure with a listing in German Chamber Ticker and our newsletter
- Attract your target group by offering B2B or B2C benefits
- **Gain free** publicity on our website in the following categories:
 - Bars, Restaurants & Food Services
 - Hotels
 - Pollution Protection, Medical & Dental Services
 - Transportation
 - Education
 - Business & Retail Services
 - Sport & Relaxation
 - Publications

PARTNER RESPONSIBILITIES

Offer a discount of at least 10%** or an equivalent benefit to all of our members. The members can enjoy your discount upon presentation of their membership card to ensure recognition.

* Must join before 30th December 2016 to enjoy this benefit.
** Minimum discount may vary in regions.

BENEFIT PROGRAM APPLICATION FORM

I/we hereby apply to become a Benefit Partner of the German Chamber of Commerce in China (Party B)

▶ Company/Organization: (Party A)

English:

Chinese:

▶ Listing Details:

English Address (inc. postcode):

Tel:

E-mail:

Chinese Address (inc. postcode):

WeChat:

Web:

▶ Contact person:

Title: (Prof./Dr./Mr./Ms.)

Name:

Job Title:

E-mail:

Tel: (inc. extension)

▶ Benefits to be offered***:

*** Please note that it should be at least a 10% discount on any services or products

The following is offered by the German Chamber (Party B) free of charge:

- **Brochure** Free listing in the Benefit Program Brochure, distributed with German Chamber Ticker. The brochure will include your special offer to our members, your logo and your contact information in English and Chinese.
- **Website** Free listing to include company logo, address, telephone and discount on company website of Party B.
- **GC Ticker** Free listing in German Chamber Ticker (the Chamber's bi-monthly business magazine) including your special offer to our members, your logo and your contact information in English and Chinese.
- **Newsletter** Free listing in our newsletter.

Please note:

This partnership shall be valid until 28th February 2018. When the printing deadline of the Brochure has already passed, Party A can still benefit from the website listing and additionally from a complimentary short listing with logo, contacts and discount description (ca. 1/12 page) in one issue of the GC Ticker Magazine and one Newsletter of Party B. By submitting a completed benefit program application form you agree to be bound by the general terms of business of the German Chamber in China.

(Stamp/Date/Signature)

GENERAL TERMS OF BUSINESS

1. Party A is responsible for delivering complete and flawless printing documents and files. In case of useless or damaged printing documents or files, Party B will immediately call for a replacement. Party B is liable to provide a common printing quality for the advert ordered, within the bounds of possibility given by the printing documents handed in.
2. After the advertising deadline has passed, changes in size, format and color are not possible. Party B is not liable for the correctness of orders or corrections being assigned via telephone.
3. The conveyance of different color drafts for an advert, a late delivery of printing documents and any printing differing from the advertising pattern may affect placement and quality of the advert and are therefore not subject to complaint. Party B reserves the right to offset additional charges.
4. Printing details will only be returned to Party A on special request. The obligation to store printing details ends three months after an order has been completed. Party B does not guarantee for the storage of patterns, etc.
5. The Agreement shall commence on the date of having signed the contract and continue in effect until one party decline it. Except in case of termination of this Agreement by one of the parties subject to the respect of a two months' written notice, the parties will agree to the terms and conditions of renewal.
6. The discount granted to the members of Party B is not transferable.
7. The discount granted to the members of Party B is only applicable at outlets specified in this contract.
8. The discount granted to the members of Party B is not applicable to special promotions.
9. This Agreement constitutes the sole and entire arrangement of the parties hereto, and no modification of this agreement shall be binding unless signed by the Parties to this Agreement.

▶ Checklist:

Please check if you have filled out the entire form, if all details are correct, and that everything is legible. Thank you!

▶ Attachments per e-mail:

- Filled out Application Form
- High resolution company logo as *.ai or *.eps file (300dpi+)

Upon receipt of your application form, we will send you a sample membership card.

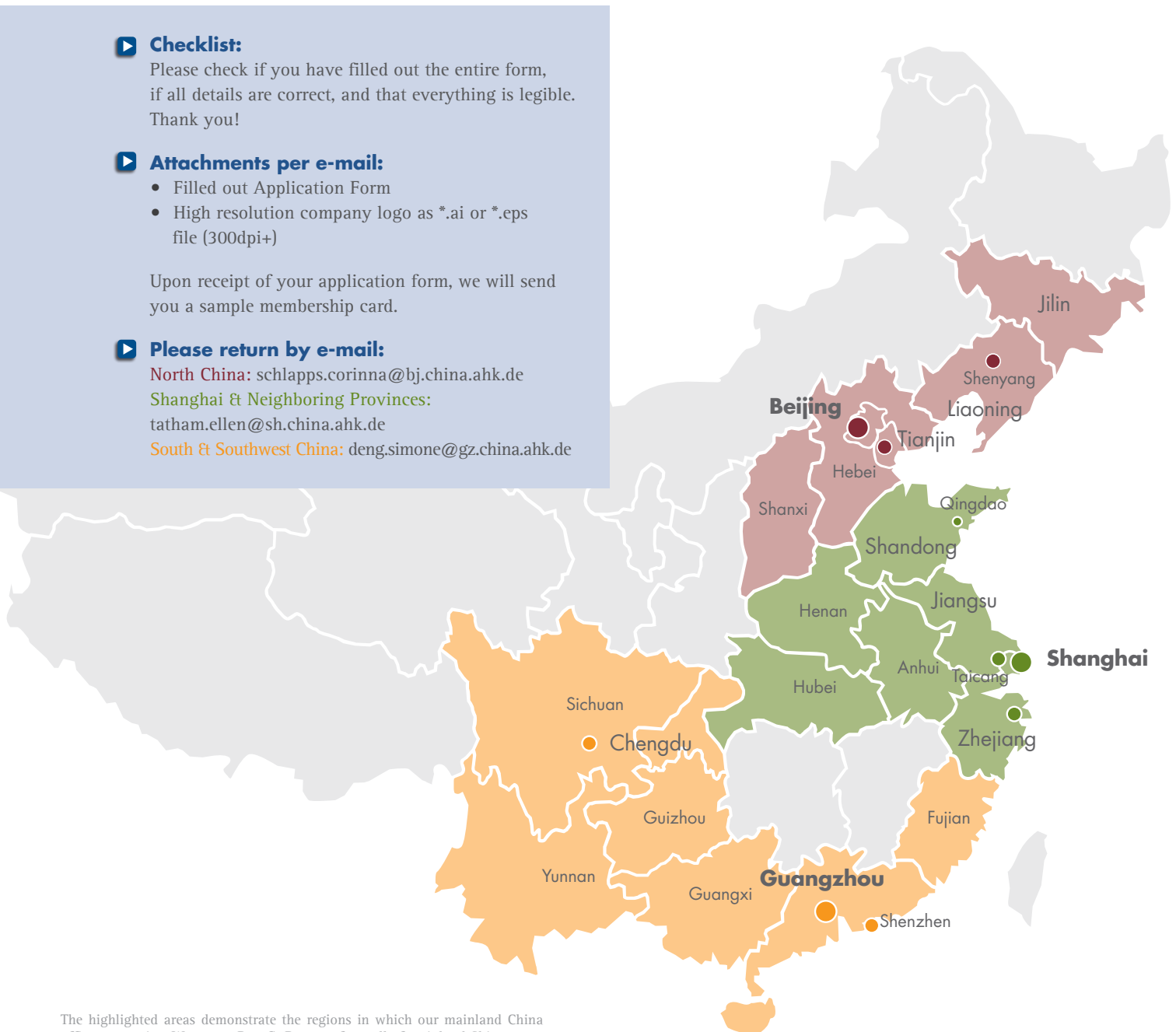
▶ Please return by e-mail:

North China: schlapps.corinna@bj.china.ahk.de

Shanghai & Neighboring Provinces:

tatham.ellen@sh.china.ahk.de

South & Southwest China: deng.simone@gz.china.ahk.de

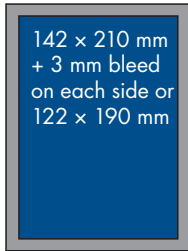


The highlighted areas demonstrate the regions in which our mainland China offices are active. We accept Benefit Partners from all of mainland China.

ADDITIONAL PAID ADVERTISING OPTIONS

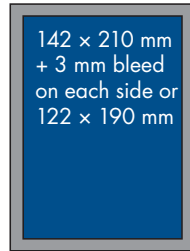
AD DIMENSIONS AND FILE REQUIREMENTS

Inside Front Cover



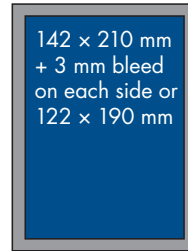
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MP: RMB 11,000

Inside Back Cover



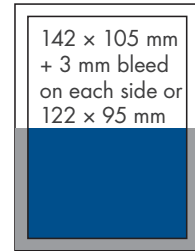
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MP: RMB 10,340

Full Page



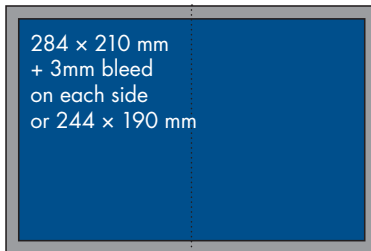
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MP: RMB 6,930

Half Page



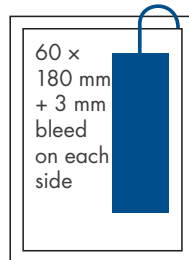
BPP: RMB 3,170
MP: RMB 3,960

Double Page



BPP: RMB 9,980
MP: RMB 12,470

Bookmark



BPP: RMB 10,000
MP: RMB 12,500

(limited availability:
First come, first served)

TECHNICAL REQUIREMENTS

Color Code CMYK color
File Format jpg, ai or pdf
Min. Resolution 300 dpi resolution

■ BPP: Benefit Partner Price
■ MP: Member Price

PLEASE NOTE

All rates are subject to business tax. For Terms of Business, refer to the standard advertising contract of your respective regional Chamber office in North China, Shanghai & Neighboring Provinces and South & Southwest China.

FOR MORE INFORMATION REGARDING ADVERTISING PLEASE CONTACT

North China

Ms. Corinna Schlapps
Senior Project Manager Beijing
Tel 010 - 6539 6664
Email schlapps.corinna@bj.china.ahk.de

Shanghai & Neighboring Provinces

Ms. Ting Chen
Sales & Marketing Manager
Tel 021 - 3858 5237
Email chen.ting@sh.china.ahk.de

South & Southwest China

Ms. Simone Deng
Regional Assistant Shenzhen & West PRD
Tel 0755 - 8635 0485
Email deng.simone@gz.china.ahk.de