Content
A. Banner Advertisements (GCsunmun)
B. DM to GCC Members
C. EDM to GCC Members

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Address: 19/F, COFCO Tower, 262 Gloucester Road, Causeway Bay, Hong Kong
A. Banner advertisements

Half Banner advertisement

- Placed in GCsunmun (after articles)
- Includes hyperlink
- A banner of 600 x 200 pixels (.jpeg) given by client min. 5 days prior to broadcast. Broadcast dates are 3rd week of every month (except Jul + Dec)

Application

- Voucher + additional cost HK$600 (Regular service rate for half banner adverts is HK$3,000 for one-time placement)

What is GCsunmun?

- GIC/GCC’s business and members’ electronic newsletter, sent out 10 x a year to over 6,000 subscribers.
- It replaces the former print magazine (GC.comm) and e-newsletter (Newsflash)
B. Direct Mailing (DM) to GCC Members

- Pre-packed envelopes supplied by client, given min. 7 days prior to mailing date
- Sent out to the consented GCC members or a subset (popular choice is by location only e.g. Hong Kong members)
- Postage cost* will be invoiced back to member after delivery
- Regular service rate for DM service is HK$4.50 per contact at member rate

*At HK Post Office Rate

**(450+ contacts, of which 370 contacts are in H.K.)
C. Electronic direct Mailing (EDM) to GCC Members

- Three available templates (A, B & C)
- Sent out to the consented *GCC members or a subset (popular choice is by location only e.g. Hong Kong members)

EDM Specifications

- Text/image (.jpeg)/hyperlink (s) materials supplied by client. For the best image results, use an image with a minimum width of 600px that is no larger than 10MB.

What is needed from your side are:

- All text- title, sub title (if any), body text. This should include any hyperlinks and general contact details.
- Dependent on which template, one or more images in .jpg format.
- Date that the mailing should be sent.
- All the above should ideally reach 7 working days ahead of broadcast to ensure the broadcast date. A draft of the mailing will be created for your confirmation prior to the actual broadcast.
- Regular service rate for EDM is HK$4.50 per contact at member rate.