

A photograph of three business women in a meeting. They are sitting around a table, looking at a laptop. The woman on the right is pointing at the screen. The background shows a window with a view of a city skyline.

Human Resources Management: Issues, trends, and ideas for Canadian companies in China

Overview:

Quarterly Review (QR) Magazine is the flagship publication of CCBC in China. It explores practical business trends and issues for the benefit of Canadian companies, primarily SMEs, who want to enter or increase their business in China.

The fall 2012 issue of Quarterly Review will focus on Human Resource Management, with articles that explore the following topics:

Keeping Up - Social Insurance Rules for Foreigners: Changes last year to China's social insurance tax on foreigners carry heavy costs for employers - especially smaller overseas entrepreneurs and firms just entering China markets. Whether large or small, you'll need to know about these regulations and how they affect your business.

Sales Force China: It is not uncommon for companies to relocate manufacturing operations to China, but now a growing number of firms are also relocating sales and marketing staff in an effort to capture China's growing consumer market. How are companies going about these ventures, and what insights can they share with newcomers to China markets?

The Next Tier - Shenyang: Second and third-tier cities in China provide many opportunities for Canadian firms looking to expand to inland regions. What opportunities and challenges await them in



the city of Shenyang and what can they expect in terms of cuisine, cultural activities, and the business environment?

Op Ed: Shanghai presents attractive investment opportunities for many Canadian firms looking to do business in China. In consultation with CCBC member companies, CCBC has identified some of the benefits and challenges that our Canadian members face, and will explore how HR issues are managed in this complex business environment.

Architecture in China: How can SMEs break into the highly competitive building design market in China, and how does this industry differ between Canada and China?

Canada - an Asia Pacific Country? A look at the latest research of the Asia Pacific Foundation's National Conversation on Asia.

Readership:

- Chinese and foreign companies
- Canadian and Chinese governmental entities
- Chinese and foreign business organizations
- CCBC membership network in both Canada and China

Distribution:

- Roughly 1000 print copies distributed to CCBC members and contacts each quarter
- Online download, visible to roughly 40,000 unique visitors each quarter.
- Electronic distribution to all CCBC contacts and partner organizations, including members of the Canadian Manufacturers and Exporters Association and the Canadian Chamber of Commerce.

Benefits:

- Align yourself with the leading Canada-China trade and investment facilitator, catalyst, and advocate. With over 34 years of China experience, CCBC is a recognized leader and trusted advisor in both Canada and China.
- Access our network at a reasonable price. The more that you advertise with us, the greater your savings and the more your message will be reinforced to Canadian businesses in China. Our rates are locally based, and our reach is international.
- Reach a community of readers who have tremendous spending power. The CCBC represents a Canadian community whose collective income is immeasurable. Contact us for more information!





Ad Rates:

Placement	Current issue	Three issues
Half-page horizontal or vertical	5000 RMB	12,00 RMB
Full-page	9,500 RMB	22,800 RMB
Inside front cover	14,000 RMB	33,600 RMB
Inside back cover	12,000 RMB	28,800 RMB
Double-page spread	18,000 RMB	43,200 RMB
Outside Back cover	16,000 RMB	38,400 RMB

- Rates listed are for space ONLY and assume advertising material is provided in correct digital format as outlined below
- Alterations to digitally supplied files will be charged at an additional rate. See below.
- All advertising material placed is payable at time of reservation by cheque or credit card (see attached form).

Technical Specs:

- All advertising is due on or before August 25, 2012.
- Digital files accepted in Press Ready PDF, Adobe InDesign, Adobe Photoshop (.eps or .tiff) and Adobe Illustrator (.eps) in MAC or PC format. All supporting fonts must be provided when supplying digital files.
- All graphic files that have been placed in the advertisement must be saved as CYMK, not RGB.
- Include a separate folder with all screen and printer fonts and colours used in the advertisement including those used in placed graphic files.



Ad Sizes:

FULL PAGE AD

Trim Size: 21 cm x 29.7 cm
Bleed Size: 22 cm x 30.7 cm
Live area: 0.5 cm on all sides

Double-page spread:
Trim size: 42 cm x 59.4
Bleed size: 44 cm x 61.4
Live area: 0.5 cm on all sides

HALF PAGE VERTICAL AD

Trim Size: 8.8 cm x 27.3 cm

HALF PAGE HORIZONTAL AD

Trim Size: 18 cm x 13.4 cm



Terms and Conditions:

- All advertising material must be received by August 25, 2012. Failure to send final files by this date will forfeit placement in the magazine.
- Billing and Payments
 - (a) Advertiser shall be liable for payment of all invoices for advertising published in the Publication.
 - (b) Payment must be submitted at time of application to guarantee placement in the magazine.
 - (c) Invoiced amounts are payable to CCBC in Canadian funds.
- No cancellations shall be accepted after August 30. Agreements for covers and special positions may not be cancelled by Advertiser.
- All advertising copy is subject to CCBC's approval and CCBC may without notice and without liability, reject, discontinue or omit any advertising for any reason at any time.
 - (b) The word "Advertisement" shall be placed above copy which CCBC determines resembles CCBC's editorial material or that is not immediately identifiable as an advertisement.
 - (c) Any advertising published in Quarterly Review may, in CCBC's discretion, be published and archived by CCBC or any anyone authorized by CCBC, as many times as CCBC and those authorized by CCBC wish, in and on any product, media and archive (including anything in print, electronic or other form).
- Warranties, Indemnities, Limitations
 - (a) Advertiser shall be liable for all content (including text, representation and illustrations) of any advertising printed. Advertiser shall indemnify CCBC, its affiliates and their respective officers, directors, employees, contractors and agents against any and all liability and costs including any legal fees arising from a breach of this Agreement and/or resulting from the publication of the advertising materials, including without limitation, defamation, illegal competition or trade practice, infringement of trademark, trade name, or copyrights, and violation of rights of privacy, property or contract.
 - (b) CCBC shall not be responsible for errors or omissions in any advertising materials provided by Advertiser (including errors in key numbers) or for changes made to such advertising after the applicable closing date.
 - (c) Advertiser agrees that the CCBC and Quarterly Review Magazine shall be under no liability for the failure, for any reason, to publish any advertising or circulate any issue of the Publication.
 - (d) The proposed article content on page one and two of this media kit is subject to change at the discretion of the Canada China Business Council.



Advertising Space Reservation Form:

Name: _____ Position: _____
 Company: _____
 Address: _____
 City: _____ Province: _____ Postal Code: _____
 Telephone: (____) _____ Fax: (____) _____
 E-mail: _____ Web site: _____

I would like to order the following advertisement space (please indicate with a check mark your ad preferences).

Placement	Current issue	√	Three issues	√
Half-page horizontal or vertical	5000 RMB		12,000 RMB	
Full-page	9,500 RMB		22,800 RMB	
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Inside back cover	12,000 RMB		28,800 RMB	
Double-page spread	18,000 RMB		43,200 RMB	
Outside Back cover	16,000 RMB		38,400 RMB	

All advertising material placed is payable at time of reservation by cheque, Visa or MasterCard to the Canada China Business Council. Please notify us if you require an invoice. Final content is due end-of-day, August 25, 2012.
 If paying by credit card, please complete the following:

VISA MASTERCARD (sorry, no AMEX)

Name on card _____
 Card No: _____ Expiry Date: ____
 Cardholder's signature: _____
 Total amount to be charged: _____

OR

I have enclosed my cheque payable to the Canada China Business Council

MAILING ADDRESS:
 Canada China Business Council
 330 Bay Street, Suite 1501
 Toronto, ON, M5H 2S8

Fax completed forms to: 416-954-3806

For more information, please contact Olivier Lanoix by email at olivier@ccbc.com.cn,
 or (86-10) 8526-1820 /21/22 ext. 25; or Alexis Milinusic by email at alexis@ccbc.com
 or (416) 954-3800 ext 314.