



2018 - Canada Investment Opportunity Booklet Media Kit

The Canada Investment Opportunity Booklet (CIOB) is an essential resource for Canadian executives who want exposure to Chinese decision makers from PE/VC Funds, SOEs and Private Businesses. It provides a platform for CCBC members to list the details of their investment projects, and is distributed through CCBC's outreach programs in China, giving listing members access to local Chinese companies and CCBC's network of investors. The booklet also includes articles and insights written by sectoral experts on Canada's foreign direct investment policies.

Distribution

CCBC will print 1,000 copies of the booklet, which will be distributed to its key investor network and Global Affairs Canada. An intensive web promotion strategy will be rolled-out that focuses on QR Code access shared on We-Chat and printed material, for maximum visibility. Digital copies will also be available and distributed to Chinese contacts that have an interest in the opportunities available in Canada.

Potential Topics of Leading Articles could include:

- Primer on Canada Foreign Investment Law
- Key PR Strategy for CSR and investment localization
- M&A in Canada: Success Stories, factual approach
- Updates on specific investment sector (Commodities super-cycle, fisheries quota, advanced technology breakthrough)

Booklet Specification:

Finished Size: 148 mm x 210 mm, Perfect Binding
 Cover: 4p, 300gsm glossy paper + one side lamination.
 Inside Color: Full-color, 100gsm, matt paper **(Advertisements, Articles)**
 Inside B&W: B&W, 100gsm, matt paper **(Investments Opportunities)**

ADVERTISEMENT & SPONSORSHIP RATE				
GOLD SPONSORSHIP			RMB	CAD
<input type="checkbox"/>	Leading article	3 pages	¥25 500,00	\$5 000,00
<input type="checkbox"/>	Full page Advertisement	1 page		
<input type="checkbox"/>	5 investment projects	5 pages		
<input type="checkbox"/>	Full recognition			
ADVERTISEMENT RATE				
		Size (mm)	RMB	CAD
<input type="checkbox"/>	Front /Back Cover	148 x 210	¥7 650,00	\$1 500,00
<input type="checkbox"/>	Full Page	148 x 210	¥6 120,00	\$1 200,00
<input type="checkbox"/>	Half Page	148 x 105	¥3 825,00	\$750,00
<input type="checkbox"/>	Double Spread	296 x 330	¥11 220,00	\$2 200,00
ADDITIONNAL INVESTMENT PROJECT				
		Size (mm)	RMB	CAD
<input type="checkbox"/>	3 Investments Projects	148 x 210	¥2 550,00	\$500,00
<input type="checkbox"/>	5 Investments Projects	148 x 210	¥3 825,00	\$750,00
<input type="checkbox"/>	10 Investments Projects		¥5 100,00	\$1 000,00

- 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.
- 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 30. We cannot guarantee that ads submitted after this date will be accommodated.
- Digital files are 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.

Terms & Conditions

- a- All advertising material must be received August 30, 2018. Failure to send final files by this date may forfeit placement in the magazine.
- b- The word "Advertisement" shall be placed above copy that CCBC determines resembles CCBC's editorial material or that is not immediately identifiable as an advertisement.

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 booklet.
- c- Invoiced amounts are payable to CCBC in Canadian funds.
- d- No cancellations shall be accepted after August 30, 2018. Advertisers may not cancel agreements for inside and back covers. There are no refunds for cancelled ads after this date.
- e- 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.

Warranties, Indemnities, Limitations

- a- The Advertiser shall be liable for all content (including text, representation and illustrations) of any advertising printed. The 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 the 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 CIOB shall be under no liability for the failure, for any reason, to publish any advertising or circulate any issue of the Publication.
- d- Topics listed under "Topics to be Explored" in this media kit are subject to change without notice to Advertisers, at CCBC's discretion.

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<i>Payment Information</i>		
Name: _____		Position: _____
Company: _____		Address: _____
Phone: _____ - _____	Fax: _____ - _____	E-mail: _____
Payment: <input type="checkbox"/> Visa <input type="checkbox"/> MasterCard <input type="checkbox"/> AMEX		<input type="checkbox"/> I enclose a cheque to the order of Canada-China Business Council
Name on the card: _____		Address: Canada-China Business Council 330 Bay Street, Toronto, ON Suite 1501 M5H 2S8
Card Number: _____		
Expiration date: M M / Y Y	Amount charged: _____	
Signature: _____		