

## 中国企业报 2015年广告刊例

(人民币元/次)

规格	尺寸 (宽×高 cm)	头版	2版	3版	4版	5版	6版	7版	8版	9版	10-20版		21版以后	
		彩色	黑白	黑白	彩色	彩色	黑白	黑白	彩色	彩色	黑白	彩色	黑白	彩色
头版整版	32×40	400,000	---	---	---	---	---	---	---	---	---	---	---	---
整版	32×48	---	200,000	205,000	220,000	240,000	165,000	175,000	200,000	205,000	160,000	190,000	150,000	180,000
1/2版横	32×24	200,000	100,000	103,000	110,000	120,000	83,000	88,000	100,000	103,000	80,000	95,000	75,000	90,000
1/2版横上位	32×24	---	130,000	134,000	143,000	156,000	108,000	115,000	130,000	134,000	104,000	124,000	98,000	117,000
1/2版横中位	32×24	---	120,000	124,000	132,000	144,000	100,000	106,000	120,000	124,000	96,000	114,000	90,000	108,000
1/2版竖	16×48	---	110,000	114,000	121,000	132,000	92,000	97,000	110,000	114,000	88,000	105,000	83,000	99,000
小全版	24×32	---	110,000	114,000	121,000	132,000	92,000	97,000	110,000	114,000	88,000	105,000	83,000	99,000
1/3版横	32×16	134,000	67,000	69,000	74,000	80,000	55,000	59,000	67,000	69,000	54,000	64,000	50,000	60,000
1/3版横上位	32×16	---	87,000	90,000	97,000	104,000	72,000	77,000	87,000	90,000	71,000	84,000	65,000	78,000
1/3版横中位	32×16	---	81,000	83,000	89,000	96,000	66,000	71,000	81,000	83,000	65,000	77,000	60,000	72,000
1/3版竖	10×48	---	74,000	76,000	82,000	88,000	61,000	65,000	74,000	76,000	60,000	71,000	55,000	66,000
1/4版	16×24 (32×12)	100,000	50,000	52,000	55,000	60,000	42,000	44,000	50,000	52,000	40,000	48,000	38,000	45,000
1/4通栏上位	32×12	---	65,000	68,000	72,000	78,000	55,000	58,000	65,000	68,000	52,000	63,000	50,000	59,000
1/4通栏中位	32×12	---	60,000	63,000	66,000	72,000	51,000	53,000	60,000	63,000	48,000	58,000	46,000	54,000
1/4竖通	8×48	---	55,000	58,000	61,000	66,000	47,000	49,000	55,000	58,000	44,000	53,000	42,000	50,000
1/5版	16×20 (32×10)	80,000	40,000	41,000	44,000	48,000	33,000	35,000	40,000	42,000	32,000	38,000	30,000	36,000
1/6版	16×16 (32×8)	67,000	34,000	35,000	37,000	40,000	28,000	30,000	34,000	35,000	27,000	32,000	25,000	30,000
1/8版	16×12 (32×6)	50,000	25,000	26,000	28,000	30,000	21,000	22,000	25,000	26,000	20,000	24,000	19,000	23,000
1/16版	8×12	25,000	13,000	13,000	14,000	15,000	11,000	11,000	12,500	13,000	10,000	12,000	10,000	11,000
1/32版	8×6	13,000	6,500	6,500	7,000	8,000	6,000	6,000	6,500	7,000	5,000	6,000	5,000	5,500
报花	5×3	7,000	3,500	3,500	4,000	5,000	3,000	3,000	3,500	4,000	3,000	3,500	3,000	3,200
上位通栏	32×3	50,000	15,000	16,000	20,000	30,000	12,000	13,000	15,000	18,000	11,000	13,000	10,000	12,000
整版跨页	67×48	---	400,000/黑; 460,000/彩		---	---	340,000/黑; 400,000/彩		---	---	300,000/黑; 360,000/彩			
分类广告	元/字	---	---	---	---	300元(100字以内), 超过按5元/字加收								

户名:《中国企业报》股份有限公司 开户行:华夏银行北京车公庄支行 账号:10282000000248270

## 说明

◇刊登各类广告须符合《中华人民共和国广告法》、《广告管理条例》及相关规定

◇报社不另收广告设计费

◇刊登以刊例中的标准规格为准,特殊规格(异型)的广告在原价格基础上加收20%广告费,具体刊发以本报规定为准

◇指定版次(10版以后)在原价格基础上加收10%广告费

◇要求7天内见报(加急广告)刊发的广告,在原价格的基础上加收20%广告费

◇广告费在广告刊出前一次结清

◇本报可接收的广告形式为:电子稿、机打稿、电子图片(300dpi, tif/jpg格式)

◇此价格于2015年1月1日执行。



# 为企业服务

The service for enterprises

## 广告服务热线: 010-68701052