

## *Advertising with Chineseefn*

**Chineseefn.com** is a dynamic Financial Web site that caters to Chinese Investors with the best in financial commentary and analysis. We offer timely market information of US publicly traded stocks and foreign currency with free quotes, charts, market news, and links to research. We are designed for Chinese Investors who are seeking trustworthy market information to help them make informed investment decisions.

From designing creative banners and jump pages to delivering accurate statistics, Chineseefn.com can serve as a one-stop shop for all your Internet advertising needs.

## *Audience & Usage*

### **Why Market to Chinese Americans?**

Chinese Americans Are Your Most Valuable Customers - The Estimated 4 Million North American Chinese Account for the Market of the most affluent, highly educated, and big spending customers!

#### **1) North America**

Compared to all other ethnic audience, Chinese in the U.S. and Canada are:

- More affluent
- Better educated
- Bigger Shoppers with over 57% making purchases online.

#### **2) Global Chinese Market Potential Beyond North America is Phenomenon-The Chinese Population Worldwide is about 1.4 Billion and Growing!**








Across the globe, young, educated, and affluent Chinese are embracing the Internet. How can you develop new revenue streams in this exploding marketplace? How do you expand your market share to be the industry leader? Chinese worldwide is the market you cannot afford to miss! Here are some compelling numbers for you to consider:

**Greater China-** Over 33 million Internet users in Greater China area up-to 2001. The number is still growing at an enormous speed.

IDC estimates that Greater China Internet users will reach 61 million by 2004, with e-commerce surpassing \$45 billion dollars. They further predict that 44% of Chinese Internet users will be buying products/services online by the end of 2004.

CNNIC's semi-annual research shows 72% of China Internet users visit e-commerce site on a regular basis while 32% actually shopped via Internet in the past year.

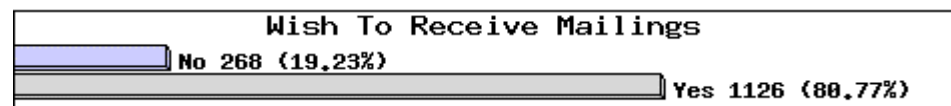
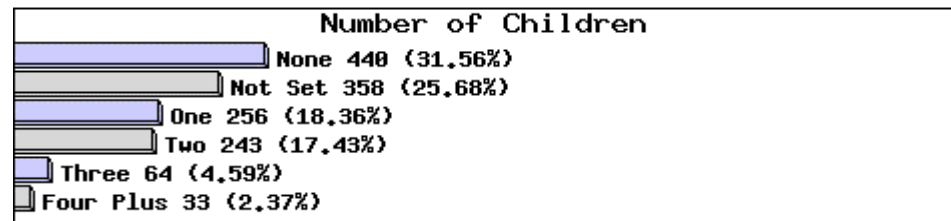
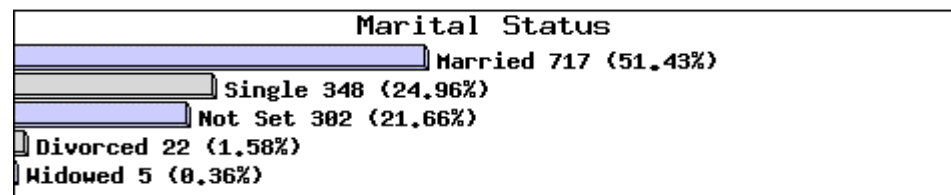
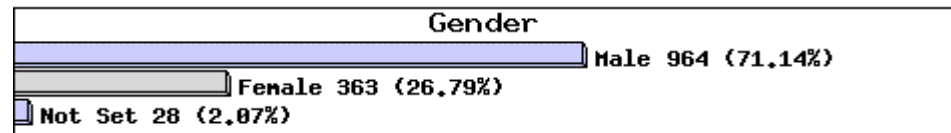
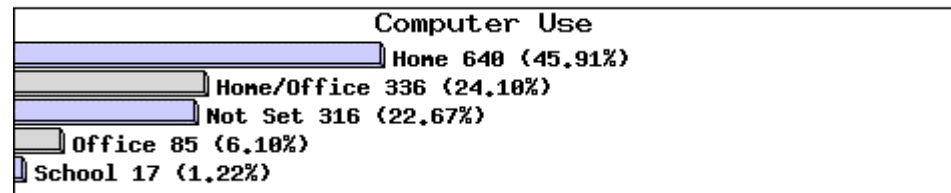
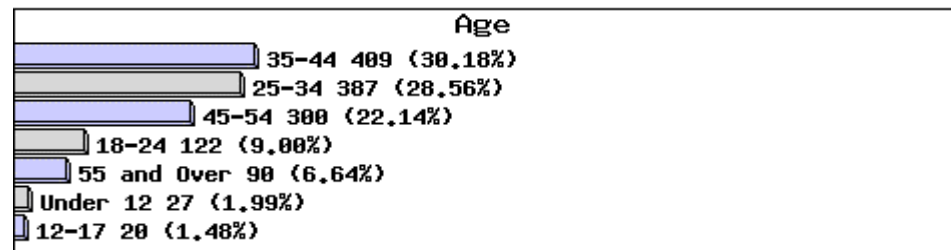
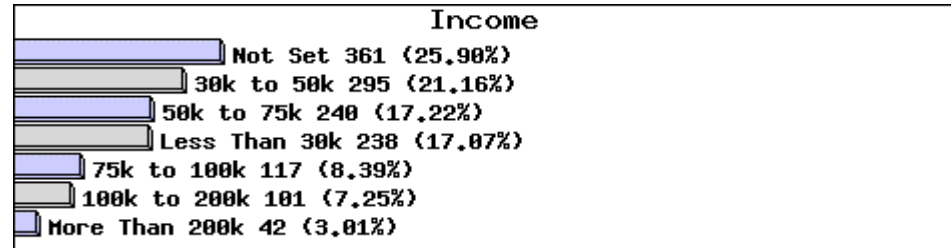
### 3) Comparison to Other Media

Medium	Strengths	Weaknesses	Reach
 ETHNIC TV	Targets select audience Programming flexibility Lower cost vs. network TV	Relatively small audiences Can't measure effectiveness Too many commercials High production costs	Under 150,000
 ETHNIC RADIO	Low production costs More time to convey message Efficient reach of target	Relatively small audiences High repetition required Hard to convey visual message	Under 125,000
 ETHNIC MAGAZINE	Targets select audience Builds brand awareness Longer lifespan Pass-along value	Relatively small audiences Longer lead time Moderate production cost	Under 15,000
 ETHNIC NEWSPAPER	Timeliness/ immediacy Effective for promotions Handles long messages Low media cost	Limited target selectivity Short lifespan (3 days) High cost per reader Low response rates	Under 85,000
 OUT OF HOME	Highly target able Builds brand awareness Ad presence 24/7	Short messaging Can't measure effectiveness Short attention span Prone to vandalism	Under 10,000
 DIRECT MAIL	Highly target able Can customize message Measured cost per response	"Junk mail" perception High cost per thousand Long lead times	Under 15,000
 Chineseefn.com	Targets select audiences Builds brand awareness Measurable effectiveness Ad presence 24/7	High repetition required High number of banner ads Declining click-through rates	Over 29,000,000 Monthly Hits in North America

### 4) General Statistics

General Statistics	
Date & Time This Report was Generated	9/21-9/27/03 weekly report
Number of Successful Hits for Entire Site	5,552,079
Number of Page Views (Impressions)	859,297
Average Number of Hits Per Day	793,154
Average User Session Length	00:40:50
Number of Unique Users	19,081

5) Current Demographics: chineseefn.com



## Advertising Partners

When you advertise with **Chinesefn.com**, your promotions will be placed alongside some top-notch companies.

Below is a representative list of advertisers that have partnered with us.

Charles Schwab	National Discount Brokers
CyberCorp	NetFututes
Datek	Rjt.com
E*Trade	Scottrade
ETS88.com	ShareBuilder
Fortune Trader	FXCM.com
Sutton Online	HomeLoan123.com
United Commercial Bank	cmsforex
Mgforex.com	WindowOnWallstreet.com
Thefinancialcafe.com	Firstphonecard.com
IndexTrade.com	Rightline.com
BigTrends.com	WatchNetwork.com
SoundCity.com	Ccasino.com
Thesands.com	CasinoOnNet.com
InvesTrade.com	F1Trading.com
CasinoDynasty.com	Grotrader.com
Gus Networks	Rentcell.com
OCEN	88FortuneCasino.com
InfoLoan.com	Mapau.com
PresidentialBank.com	WilliamHillCasino.com
BetGreen.com	Compubank.com
ECapitalist.com	Core Pacific Securities
Oasiscasino.com	Indy Mac Bank
Gus Networks	MrStock.com
Cathy Bank	Honda


## Tracking & Report

**Chinesefn.com** allows you to track your campaigns in real time. Up-to-the-minute reporting will help you make smarter advertising decisions.

Each report is formatted simply so that you can immediately judge your campaign's success and implement any necessary changes quickly.



This screenshot shows a web browser window displaying a banner management report for the period 09/01/03 to 09/30/03. The report lists three banner campaigns with their respective performance metrics.

Banner Name	Banner	Impression	Click	Yield
BlackHorse Activity by Day		64453	178	% 0.28
GFT Contest Activity by Day		23690	39	% 0.17
GFT new Activity by Day		32003	84	% 0.26



This screenshot shows a detailed daily performance report for the BlackHorse banner from 09/01/03 to 09/30/03. The report lists the date, number of clicks, and yield percentage for each day.

Banner Name	Date	Click	Yield
BlackHorse	9/1/2003	7	% 0.63
BlackHorse	9/2/2003	8	% 0.44
BlackHorse	9/3/2003	2	% 0.08
BlackHorse	9/4/2003	8	% 0.29
BlackHorse	9/5/2003	6	% 0.29
BlackHorse	9/6/2003	5	% 0.80
BlackHorse	9/7/2003	2	% 0.17
BlackHorse	9/8/2003	6	% 0.23
BlackHorse	9/9/2003	9	% 0.33

## AD Specifications

Chinesefn.com provides various vehicles for you to connect with our audience. Let us help you devise the right mix for your campaign.

From content sponsorships to banner ads, we are always open to finding the right

solutions for your advertising needs.

## Online Advertising

Get the best return from your online media buy. We'll help you maximize your campaign's effectiveness with the package that suits your goals.

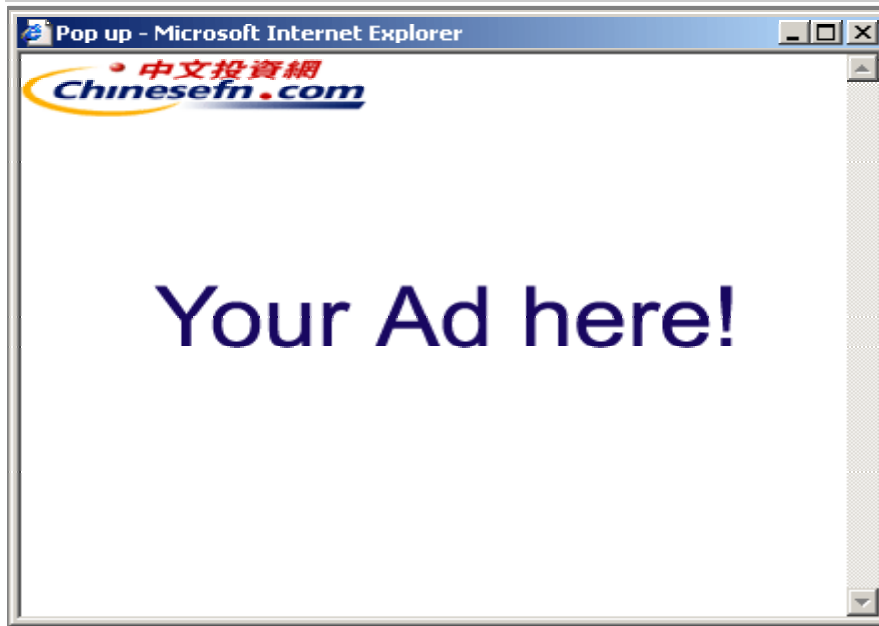
### Ad Offerings & Specifications:

- Pop-ups and pop-unders, varying sizes
- Banner -- 468x60 pixels
- Micro-button -- 88x31 pixels
- Button -- 120x60 pixels

Type	Size	Position
Pop-Up	<ul style="list-style-type: none"><li>● 50k max file size</li><li>● 500x350 pop-ups</li><li>● 650x500 pop-behinds</li></ul>	pop on top of the content pop-behinds
Skyscraper	<ul style="list-style-type: none"><li>● 120x600</li><li>● 20K</li></ul>	Right or Left Nav Bar in Content Area
Banner	<ul style="list-style-type: none"><li>● 468x60</li><li>● 12K</li></ul>	Top or Bottom of most pages
Web Button	<ul style="list-style-type: none"><li>● 120x60</li><li>● 7K</li></ul>	Right or Left Nav Bar in Content Area
Web Micro-Button	<ul style="list-style-type: none"><li>● 88x31</li><li>● 3K</li></ul>	Right or Left Nav Bar in Content Area

Please e-mail your creatives and any questions you might have to our Ad Management team at [sales@chinesefn.com](mailto:sales@chinesefn.com).

Popup window with the Chinesefn header



Banners and Buttons

Micro-Button  
88x31 / 3k

Button  
120x60  
7k Max

Banner

468x60 12k/Max

**Skyscraper**

**Skyscraper**

120x600

25k Max

## Email Newsletter Advertising

With a subscriber base of 25,000, we serve over 34 email newsletters to individuals every month. Our current newsletters include most updated information and commentary on U.S Stock Market, Foreign Currency Market, and Future Market.

### Advertising in Email Newsletters:

<b>Text Advertising</b>
<b>Location</b> Top and bottom of Chinese Direct email newsletters delivered to subscribers on a daily, weekly, and monthly basis.
<b>120x600 Skyscraper</b>
<b>Location</b> Left Nav Bar of Chinese Direct email newsletters delivered to subscribers on a daily, weekly, and monthly basis
<b>468x60 banner</b>
<b>Location</b> Top and bottom of Chinese Direct email newsletters delivered to subscribers on a daily, weekly, and monthly basis
<b>120x60 button</b>
<b>Location</b> Left Nav Bar of Chinese Direct email newsletters delivered to subscribers on a daily, weekly, and monthly basis

Example of Email Newsletter:

发件人: Chinesefn.com  
日期: 2003年10月16日 10:12  
收件人: Free  
主题: Chinesefn Stock Market summary



中文投資網  
Chinesefn.com

通籌于掌心之中，決勝于千裏之外



全球金融電子報  
http://www.chinesefn.com

10/15/03 [回中文投資網首頁](#) [取消訂閱請按此](#)

[To unsubscribe, just click here!](#)

股價查詢

美國證交市場



DJI:DJII

**美股行情**

● 經濟報告

本周盈餘發佈季即將進入高潮，市場將關注第三季度財報。同時也有關鍵的經濟報告發佈。周二將出臺裏奇曼得和堪薩斯城聯儲 9 月份製造業調查報告，投資者可借此瞭解美國製造業的復甦狀況。兩份調查報告在上個月報告 8 月份有所改善。調查中的關鍵部分是勞動力，作為製造業穩定的因素，支薪人數還需要增長。最近的 9 月份就業報告表明美國的製造業就業人數有進一步減少。 [▶](#)

**市場行情**

股市自從下午兩點過後一直逐步下滑，各大股指在過去幾分鐘紛紛下探到了盤中低點。各大股指進入兩點鐘交易一直守在了平盤附近，但在 2:15 左右開始下滑，股指先後進入了平盤下方。道指-37.50 點，納指-6.84 點，標準普爾 500 指數-5.28 點。紐約證券交易所漲跌股數比為 1299/1839，納斯達克市場漲跌股數比為 1373/1698。 [▶](#)

**板塊動向**

半導體板塊漲+2.02%，上漲股有 CYMI (+7.80%)、SSTI (+6.72%) 和 ASML (+6.56%)。下跌股有 MRAC (-9.43%)、BTUI (-7.85%) 和 OPLK (-4.41%)。 [▶](#)

**個股新聞**

JetBlue Airways Corp.(JBLU)在今天上午中段左右逐步下滑，隨後進入了窄幅區間盤整。此股在過去 15 分鐘急劇下跌，成交量放大，目前下跌了 1.13 美元，報在了 66.36 美元。JetBlue Airways Corp.在過去一周半一直處於年度高位所在窄幅區間內盤整。 [▶](#)

**券商評級**

Beren Capital 將 Novellus(NVLS)評級從“持有”提升到了“買進”，目標價從 40 美元升到了 42 美元。該券商拿出了如下理由：半導體資本設備行業正處於長期增長軌道，此股有一定上揚空間，將受到行業前景的推動，基於訂單增長率，以及 NVLS 的面值為 2.75 倍，相比同行為 3.2 倍，行業訂單前景積極，應當提供溢餘和營收動能。分析師指出第四季度訂單增長預測為 5-1%，是因為來自 MU 最後對 Sabre 工具的 1000-1200 萬美元訂單，以及 SMC 進入並訂購了 300 毫米工具。 [▶](#)

**專家評股**

我們建議投資人謹慎交易 [▶](#)

全球華人國民的好消息

GFT 推出  
中文繁體  
交易分析  
DealBook 平臺

3 點價差  
無佣金  
點擊交易  
24 小時中文  
外匯新聞

按此下載  
仿真交易平臺

**全球匯市**

● 北美匯市

美國總統布希講話對日本財務省傳遞更大壓力，目前日本央行很難實施幹預，但不排除在 103.25-35 區域再度進場幹預。由於一些空頭已經在昨日反彈回升中停損離場，投機商和其他熱盤操作較為輕鬆。美元/日元任何反彈回升都將遭到拋盤打壓，在 109.00-10 阻力位上方，進一步阻力看 109.50 區域。日本現金資金拋盤將重返市場，尤其是布希講話和 110.00 強勁阻力位之際。 [▶](#)

# Contact Us

Please use the form below to send us information about how we can help, or call us at 1-800-808-8771 with your inquiry.

Contact Form	
Name:	<input type="text"/>
Agency/Company Name:	<input type="text"/>
Email Address:	<input type="text"/>
Phone Number:	<input type="text"/>
Inquiring About:	<input type="text" value="Online Advertising"/>
Additional Comments:	
<input type="text"/>	
<input type="button" value="Submit Inquiry"/>	