

Think Ahead

ACCA

**Advertise with
ACCA Official
Chinese
Website 2017**

8 May 2017

关于ACCA

ACCA (特许公认会计师公会)是全球广受认可的国际专业会计师组织,为全世界有志投身于财会、金融以及管理领域的专才提供首选的资格认证。ACCA目前在中国大陆拥有6,000名会员及62,100名学员,并在北京、上海、成都、广州、深圳、沈阳、青岛、武汉和长沙共设有9个代表处。

ACCA为全球**181**个国家的**188,000**名会员及**480,000**名学员提供支持,从雇主的技能需求出发,为会员和学员的事业发展提供完善的专业服务。ACCA透过全球**100**个办事处和中心,以及全球超过**7,110**家认可雇主,为员工的学习与发展提供高标准服务。ACCA致力于维护公共利益,提倡适度的会计监管方式,同时,通过开展国际化研究,不断提升财会行业的声誉与影响力。

Visits

Chinese Website, the only ACCA official website in Chinese Language, was first launched in 2002. In July 2016 brand new ACCA Chinese website replace the old version.

Visit report by month

Date	Visits	Page Views	PV Per Day	Unique Visitors
2016.6	39132	104127	3470.9	37852
2016.7	34405	108962	3515.9	35976
2016.8	30449	95223	3071.7	31884
2016.9	31954	97478	3249.2	32861
2016.10	36802	110770	3692.3	37703
2016.11	81327	261937	8731.2	75605
2016.12	102889	360169	11618.3	95232

Date	Visits	Page Views	PV Per Day	Unique Visitors
2017.1	255,255	565,097	18,228.9	248,477
2017.2	180,279	400,285	14,295.8	175,114
2017.3	367,972	590,309	19,042.2	355,747
2017.4(~25日)	210,934	374,668	14,986.7	206,156

Product – Homepage Top Banner

Number: 2

Size: 400 × 90 pixels

Bidding Base Price: CNY 150, 000 each



Product – Side Banner

Number: 3

Size: 280 × 90 pixels

Bidding Base Price: CNY 40, 000 each

Side banner 1



Side banner 2



Side banner 3



Product – Homepage Bottom Banner

Number: 1

Size: 627 × 78 pixels

Bidding Base Price: CNY 60, 000 each



Homepage Bottom banner

Artwork guidelines

Graphics files accepted

Top Banner JPG,PNG,GIF or JPG format; 400 × 90 pixels; <10M

Side Banner JPG,PNG,GIF or JPG format; 280 × 90 pixels; <10M

Bottom Banner JPG,PNG,GIF or JPG format; 627 × 78 pixels; <10M

Important deadlines

Confirmation on advertisement booking 15th of the preceding month
Submission of sample artwork for approval 23th of the preceding month
Submission of final material for posting 25th of the preceding month
Payment must be settled **no later than 30 days from the date of invoice.**

Contact

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Terms & conditions

- ✓ The Association of Chartered Certified Accountants (“the Proprietors”) reserve the right to refuse, omit or suspend publication of any advertisement or loose-leaf insert or any part thereof (“the Advertisement”) without notice of their intention to do so and without any reason being given to the Advertiser.
- ✓ The Proprietors have no liability whatsoever for any loss or claim occasioned by the non-insertion of the Advertisement or for any errors or omissions in the Advertisement.
- ✓ A) While every effort will be made to meet the advertisers requirements, the proprietors reserve the right to alter the Advertisement in order that the Advertisement should conform to their standards, without consulting the Advertiser.
B) The Proprietors shall not be liable for the accuracy of color reproduction. No responsibility will be taken for return of disk to the Advertiser.
- ✓ The Proprietors are not obliged to defer or cancel the Advertisement unless they receive written notice from the Advertiser minimum six weeks prior to the proposed publication of the Advertisement which the Advertiser wishes to defer or cancel.

Terms & conditions

- ✓ Payment must be made by the Advertiser no later than 30 days from the date of invoice. Any late payment without written consensus from the Proprietors will subject to automatic booking cancellation without further notification.
- ✓ The Advertiser shall keep the Proprietors fully indemnified at all times from and against all actions, proceedings, damages, costs, claims, demands, expenses and liabilities whatsoever arising in connection with the Advertisement.
- ✓ The Proprietors shall not be liable to the Advertiser for any delay or failure in performance resulting directly or indirectly from any cause beyond their reasonable control which prevents, hinders or restricts performance of its obligations hereunder including, without limitation, war declared or undeclared, fire, flood, accident, explosion, lawful Government orders, regulations, restrictions or strikes.
- ✓ The Proprietors reserve the right to rescind or amend any of the above conditions from time to time.