



BAIDU ADVERTISING PROGRAM (PPC)

Introduction:

Baidu is the No1 search engine in China, and the top player in the internet advertising market as well. It is the medium of choice for any business looking for ways to tap into the fast growing Chinese market, used daily by over 65% of the 300+ million Chinese Internet users.

Nevertheless, for businesses and organizations not based in China, there are major barriers in advertising on Baidu through the search engine's Pay-per-click program. First, there is the language barrier, since the interface is only available in Chinese. Second, Baidu only accepts payments in RMB (or Chinese Yuan, the legal currency in China), which is not freely convertible, and therefore does not allow advertisers to fund directly their accounts from overseas or to pay in foreign currency (USD, Euros etc.).

In order to cater for the needs of this category of advertisers, we are pleased to launch our Baidu Advertising Program, which will allow any company worldwide to display ads on the Baidu's network without the need of an actual presence in mainland China.

Our Service:

- Baidu advertising account set up and management (application-contract signature-payment-account set up-keyword research-account management)
- Active monitoring of your account, bid management etc.
- Weekly update and monthly report with major data regarding your account in English or Chinese.

The Costs:

- 1- **Initial Setup:** RMB7,500 (USD1,100), of which:
 - RMB5,000 as advertising budget deposit (that will be used eventually to fund your advertising campaigns).
 - RMB600 as account opening fees (charged by Baidu)
 - RMB1,900 as our account set up fees: this includes project consulting fees, keyword research and selection (up to 50), ad writing, first month management

2- Advertising Budget

The advertising budget is the amount actually spent on advertising with Baidu. The client will decide based on its marketing budget and the keywords targeted about how much he wants to spend on advertising.



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2-Account Management (monthly):

- For monthly advertising budget below RMB10,000: RMB1,000/month
 - For monthly advertising between RMB10,000 and RMB50,000/month: 10% of advertised budget.
 - For monthly advertising over RMB50,001: 7.5% of advertised budget.
- For very large advertising budgets, please contact us for a custom quote.

Payment Terms:

Payments for advertising account recharge and management fees need to be made in advance to the following account:

CHINA CITIC BANK Shanghai Branch Siping Rd Subbranch

Company Name: **SINOVANTAGE INTERNATIONAL LIMITED**

Account Number: **7311710182400003409**

SWIFT Code: **CIBKCNBJ200**

中信银行上海分行四平路支行

企业名称: **亮桥商务咨询(上海)有限公司**

帐号: **7311710182400003409**

Major Advantages:

- Most cost-effective way to reach the Chinese audience
- Over 450 million searches conducted EVERY DAY!
- Accurate geo-targeting: limit your ads to a single Chinese city, a province or a combination of several of them.
- Flexibility and control over daily budget
- Click-fraud protection.

Guarantees:

- We will provide active monitoring of your account to ensure the best return on your investment. An English-speaking dedicated account manager will be your unique point of contact.
- You have access to your account, and can access the Baidu PPC account in order to verify that the data provided in our reports is accurate.

Contact Information:

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