

# 视觉系统设计

## VisionSystems China

DESIGN

2020  
MEDIA  
PLANNER



# Introduction

China is a world leader in the designing, building, and using vision and image processing systems in manufacturing inspection and automation applications. Though reaching over 122,000 buyers worldwide, Vision Systems Design magazine recognized the need for a Chinese language version to serve the large, quickly expanding China market.

ACT International Media Group (one of the largest high-tech media companies in China) publishes the Chinese-language version of VSD—Vision Systems Design China. VSDC's editorial team is headquartered in Beijing, adding a balanced mix of local news stories, technology features, and interviews with local, industry executives to a foundation of VSD-supplied editorial.

Vision Systems Design China is published every two months in Simplified Chinese. The print version is distributed control-free to 12,000 readers; the electronic version and its associated e-newsletters are distributed to 22,000 readers. Engineer, managers, and corporate executives turn to Vision Systems Design China for technical information and news. No other vision-focused media-provider delivers as many influencers.

Vision Systems Design China also organizes VisionCon—a series of conferences with exhibits located close to vision-system suppliers' customers in China. In 2020, the conferences will be held in Chengdu, Suzhou and Shenzhen, Dongguan, Xiamen and Shanghai.

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## Circulation

<b>By Business/ Industry</b>	<b>Qty</b>
General manufacturing	6262
Aerospace / military defense	1282
Entertainment/ consumer/ embedded systems	1170
Semiconductor/ electronics	983
Automotive	535
Containers/ packaging	423
Ceramic/ glass	286
Energy (petroleum, gas, solar, wind)	148
Agriculture	112
Food and beverages	112
Medical	100
Forestry/ timber	12
Law enforcement	25
Pharmaceutical industry	25
Plastic	25
Spinning	12
Others	896
<b>Total</b>	<b>12450</b>

<b>By Job Functions</b>	<b>Qty</b>
Design development/ System integration	8565
Manufacturing production engineering	1145
Corp management	946
Project management	498
Quality control (test/ measurement)	460
Research and development	535
Others	299
<b>Total</b>	<b>12450</b>

<b>By Geographical</b>	<b>Qty</b>
South China	6137
East China	4357
North China	983
Central China	398
Southwest China	249
Northeast China	174
Northwest China	112
Hong Kong	50
<b>Total</b>	<b>12450</b>

# Editorial Calendar

Issue	Systems/ Technology Trends	Focus On		Bonus Distributions
		Application	Technology/Products	
<b>Dec/Jan</b> Issue: Dec 20 Ad close: Dec 10 Mat close: Dec 13 Editorial: Nov 20	<ul style="list-style-type: none"> <li>•3D imaging</li> <li>•lighting and illumination</li> <li>•Embedded vision systems</li> <li>•Vision + Robotics</li> </ul>	<ul style="list-style-type: none"> <li>•Automobile Manufacturing</li> <li>•Factory automation</li> </ul>	<ul style="list-style-type: none"> <li>•CoaXPress</li> <li>•Smart cameras</li> </ul>	
•Industry review and outlook				
<b>Feb/Mar</b> Issue: Feb 20 Ad close: Feb 10 Mat close: Feb 13 Editorial: Jan 20	<ul style="list-style-type: none"> <li>•Deep learning</li> <li>•Interface and standard</li> <li>•Image acquisition and processing</li> <li>•Polarization imaging</li> </ul>	<ul style="list-style-type: none"> <li>•Medical and Pharmaceutical</li> <li>•Food and beverage</li> </ul>	<ul style="list-style-type: none"> <li>•Non-visible imaging</li> <li>•Lens/ telecentric lenses</li> </ul>	
<b>Apr/ May</b> Issue: Apr 20 Ad close: Apr 10 Mat close: Apr 13 Editorial: Mar 20	<ul style="list-style-type: none"> <li>•Hyperspectral imaging</li> <li>•Cable and connector assemblies</li> <li>•Image processing software</li> <li>•Line scanning inspection</li> </ul>	<ul style="list-style-type: none"> <li>•Warehousing/logistics</li> <li>•Intelligent Transportation</li> </ul>	<ul style="list-style-type: none"> <li>•Machine vision software and deep learning</li> <li>•Image sensors</li> </ul>	<b>May</b> <ul style="list-style-type: none"> <li>•CIROS 2020, Shanghai</li> <li>•LET China 2020, Guangzhou</li> <li>•ITES/SIMM 2020, Shenzhen</li> </ul> <b>Jun</b> <ul style="list-style-type: none"> <li>•SCIIF, Shenzhen</li> <li>•TLC, Shanghai</li> <li>•NEPCON China, Shanghai</li> <li>•VisionCon, Suzhou</li> </ul>
<b>June / July</b> Issue: June 22 Ad close: Jun 12 Mat close: Jun 15 Editorial: May 22	<ul style="list-style-type: none"> <li>•Smart cameras</li> <li>•IR/thermal imaging</li> <li>•3D measurement/ inspection</li> <li>•Defect detection based on deep learning</li> </ul>	<ul style="list-style-type: none"> <li>•Metal Processing</li> <li>•Electronic/ semiconductor manufacturing</li> </ul>	<ul style="list-style-type: none"> <li>•Vision-guided robotics</li> <li>•lighting and illumination</li> </ul>	<b>Jun</b> <ul style="list-style-type: none"> <li>•SEMICON China, Shanghai</li> </ul> <b>Jul</b> <ul style="list-style-type: none"> <li>•Electronica China 2020, Shanghai</li> <li>•Productronica China, Shanghai</li> <li>•AMTS/AHTE 2020, Shanghai</li> <li>•CMM 2020, Dongguan</li> </ul> <b>Aug</b> <ul style="list-style-type: none"> <li>•VisionCon, Shenzhen</li> <li>•VisionCon, Dongguan</li> </ul>
<b>Aug/ Sep</b> Issue: Aug 21 Ad close: Aug 11 Mat close: Aug 14 Editorial: Jul 21	<ul style="list-style-type: none"> <li>•Multi-camera vision systems</li> <li>•Using FPGAs for machine vision</li> <li>•Vision+ laser processing</li> <li>•Bar code/two-dimensional code recognition</li> </ul>	<ul style="list-style-type: none"> <li>•Intelligent security</li> <li>•Tobacco/ packaging</li> </ul>	<ul style="list-style-type: none"> <li>•Embedded vision</li> <li>•Polarization cameras</li> </ul>	<b>Sep</b> <ul style="list-style-type: none"> <li>•CIOE, Shenzhen</li> <li>•IAS, Shanghai</li> </ul> <b>Oct</b> <ul style="list-style-type: none"> <li>•VisionCon, Chengdu</li> </ul>
<b>Oct/ Nov</b> Issue: Oct 20 Ad close: Oct 10 Mat close: Oct 13 Editorial: Sep 20	<ul style="list-style-type: none"> <li>•Line scan cameras</li> <li>•Image processing and boards</li> <li>•Unmanned/ Autonomous systems</li> <li>•Tracking &amp; tracing</li> </ul>	<ul style="list-style-type: none"> <li>•Solar cells manufacturing</li> <li>•Printing/ textile</li> </ul>	<ul style="list-style-type: none"> <li>•High-speed imaging</li> <li>•3D cameras</li> </ul>	<b>Nov</b> <ul style="list-style-type: none"> <li>•LEAP Expo, Shenzhen</li> <li>•CDIIF, Chengdu</li> </ul> <b>Dec</b> <ul style="list-style-type: none"> <li>•VisionCon, Shanghai</li> </ul>

\*Due to the impact of the new Cro-epidemic, only exhibitions determined the exhibition time are included

## eFocus Editorial Calendar

Month	Theme
Jan 9	Industry News
Jan 16	3D imaging
Feb 13	Smart cameras
Feb 20	Resource center
Feb 27	CoaXPress
Mar 5	Industry News
Mar 19	Deep learning
Mar 12	Resource center
Mar 26	Lens/telecentric lens
Apr 2	Industry News
Apr 9	Polarization imaging
Apr 16	Resource center
Apr 23	Embedded vision systems
May 14	Hyperspectral imaging
May 21	Resource center

Month	Theme
May 28	Imaging sensor
Jun 4	Industry News
Jun 11	Imaging processing
Jun 18	Resource center
Jun 24	Non-visible imaging
Jul 2	Industry News
Jul 9	Lighting and illumination
Jul 16	Resource center
Jul 23	Vision-guided robot
Jul 30	Industry News
Aug 5	IR/thermal imaging
Aug 13	Resource center
Aug 20	Machine vision software and deep learning
Aug 27	Industry News

Month	Theme
Sep 3	Embedded vision systems
Sep 10	Resource center
Sep 17	3D imaging
Sep 24	Industry News
Oct 15	Resource center
Oct 22	Defect detection based on deep learning
Oct 29	Industry News
Nov 5	Line scan cameras
Nov 12	Resource center
Nov 19	Image processing and boards
Nov 26	Industry News
Dec 3	High-speed imaging
Dec 10	Resource center
Dec 17	Cable and connector assemblies
Dec 24	Industry News

# Advertising Rate (US\$)

## Print magazine

Ad Size	Four Color		B/W		Premium Positions	
	1x	6x	1x	6x		
Full Page	2,920	2,650	2,210	1,980	Cover II	4,840
2/3 Page H/V	2,230	2,020	1,800	1,610	Cover III	3,570
1/2 Page Island	2,010	1,830	1,400	1,200	Cover IV	5,760
1/2 Page H/V	1,910	1,710	1,330	1,160	Page 1	4,840
1/3 Page H/V	1,550	1,400	1,120	1,000	Facing Table of Content	4,060
1/4 Page	1,330	1,160	900	830	Facing Editor's Note	4,060
					Other Specified Positions	+10%



Commission to recognized ad agency 15%  
Translation cost: US\$100/ page

## Website

The screenshot shows the website interface with a 'Leaderboard' section at the top. Below it are various content blocks including 'Pushdown', 'News', and 'Technology & Application'. A large 'Anchor' label is placed at the bottom of the page.

Position	Appearance	Dimension (pixels, w x h)	Size	Format	Shares of inventory	per month	Exclusive (per month)
Leaderboard		728 x 90	60k		3	1,650	3,300
Rectangle	Run of Site	300 x 250	40k	JPG, GIF, Flash, animated GIF	8 through all 3 positions on page	1,390	N.A.
Half page (skyscraper)		300 x 600	80k		3	1,610	2,400
Middle		300 x 60	30k		4 through all 2 positions on page	700	N.A.
Logo Sponsor	Home page	140 x 70	20k	JPG	N.A.	340	N.A.
Prime product		140 x 100	30k			1,010	N.A.
Welcome ad	Run of Site	640 x 480	280k	JPG	One week	Two weeks	Four weeks
					540	1,020	1,930

# Resources Center

- Distribute your latest product information to 22,000 industry professionals
- Deliver in eNewsletter format, directly to the screens.
- Readers can easily download, email addresses will be collected and provide to advertisers.

Cost (per each resource unit), net

US\$ 800

Specifications:

1. One picture of 300 dpi or above , animation picture is not accepted
2. About 100 Chinese words as introduction (50 English words)
3. Click for more details (full description in PDF, or web-link host in Vision Systems Design China website).
4. One email address to receive the leads (email addresses of inquirers). Leads report will be provided two weeks after the distribution

The screenshot shows the 'Resources Center' page with a 'Leaderboard' section and two 'Middle' banner positions. The 'Leaderboard' section features an article about '工业检测智能相机' (Industrial Inspection Smart Camera) with a '更多资料' (More Information) button. The 'Middle 1' and 'Middle 2' sections show '索尼推出采用其第三代全局快门的图像传感器...' (Sony introduces its third-generation global shutter image sensor...) and '华睿科技50MP CXP大面阵相机' (Huare Technology 50MP CXP large array camera) respectively, each with a '更多资料' button.

## Banner Rate

Position	Dimension (pixels, w x h)	Size	Format	per month	
				USD	
Leaderboard	728 x 90	60k	JPG	1,570	
Middle 1,2	350 x 60	30k		500	

# eFocus (eNewsletter)

The screenshot shows the 'eFOCUS 焦点' eNewsletter interface. It includes a navigation bar with links like '采购指南 Buyer's Guide', '技术与应用', '产品聚焦', '最新杂志', '订阅', '下载', '广告', and '投稿'. The main content area features a 'Top Banner' and four 'Banner' positions (Banner 1 to Banner 4) for advertising. The content includes articles such as 'CMOS图像传感器步入划时代' (CMOS image sensors enter a new era) and 'SIAF 广州工业自动化展销售火热, 机器人及机器...' (SIAF Guangzhou Industrial Automation Exhibition sales are hot, robots and machines...). At the bottom, there are links for '清华高端机器视觉及图像分析解决方案' and '迅为MICA促进机器数字化'.

Position	Dimension (pixels, w x h)	Size	Format	per issue	
				USD	
Top Banner	728 x 90	60k	JPG/GIF	1,570	
Banner 1	350 x 180	40k	JPG/GIF	1,570	
Banner 2,3,4	350 x 60	30k	JPG/GIF	600	

# Content Marketing

## White Paper

Deliver your company's technical expertise to a targeted audience of thousands of design engineers looking for solutions to design and development challenges. Position your company as a thought leader and innovator and generate high quality leads for your sales team.

Your White Paper is promoted through multiple channels for the first two months, including

- Promotion in the bimonthly print advertisement with company logo
- Link placement on the HOMEPAGE of the Website during the first month
- Link placement in VSDC's "eFocus" E-Newsletters

In addition, your White Paper is archived in the White Papers section of the Website permanently with all sales leads captured and delivered to you via email.

	1x	4x	6x	12x
US\$	1,500	5,000	6,600	12,000

## Video

The Power of Video Marketing **US\$ 1,500**

- An effective way to convey your message in a memorable way
- Stand out in the crowd – create that WOW factor
- Helps to convey complex information more clearly by demonstrating your solution
- Drive traffic to your corporate videos or product demonstration videos

Your Video is promoted through multiple channels, including

- Promotion in the VSDC's homepage "News" section
- Promotion in VSDC's website's "Featured Video" section
- A dedicated email broadcast promoting your video

## Webinar

Generate qualified leads.

Webinars are a turnkey, cost-effective way to deliver technical product information to a large, geographically diverse audience of highly qualified design engineers and engineering manager sales prospects. A custom webinar provides great branding opportunities for your company.

Sponsorship includes

- Sponsor's executives' participation on the panel
- Event promotion on VSDC's website
- Event promotion in email newsletters
- Event promotion in Vision Systems Design China
- Attendee names and demographics
- Sponsor's slides and message
- Sponsor's logo on all webinar promotion materials: Banner ads, Email invitations and Registration Page
- Numerous email blasts to VSDC's database

Benefits include

- Excellent lead generation
- Full contact information provided on all registrants For potential direct follow-up contact with attendees
- Ability to add qualifying questions to the registration form
- Available for "on demand" viewing, providing long-term lead-generation
- Q&A session provides market insight and audience interaction



	Live Webcast	View on demand Webcast
US\$	5,000	3,500

## Welcome Ads

Welcome ads (also known as Cover ads or Roadblock ads) are full-page ads that appear on top of the page when arriving at a URL. This unit captures the user's browser for display of the ad and then redirects/closes after a set time (about 10 seconds) or click through, so they have to be viewed. They are programmed to appear only once a day to each user.

Banner sizes: 800x450 or 960x540 pixels

Formats: gif, animated gif, jpg

File Size: 40k or less

Most third-party Ad tags can be accommodated but require testing prior to deployment.

	1 week	2 weeks	4 weeks
US\$	540	1,020	1,930



# WeChat



Marketing isn't about technology, it's about people. Technology is only interesting, from a marketing perspective, when it connects people with other people more effectively.

Nevertheless imagine a market (China) with no access to Facebook, Instagram, or Twitter. And imagine that more than half of those people are using one online social service to chat and share with friends, read news, play games, track their fitness goals, make voice and video calls, shop online, and even pay for lunch. That's WeChat.

Because WeChat is so deeply embedded in people's lives, companies—even technical companies—use WeChat as a way of gaining a foothold in the Chinese market.

VSDC's WeChat channel has already opened the door for you to effectively reach a self-defined audience of VSDC followers who are interested in receiving the latest technology information from VSD, VSDC, and VisionCon.

Within our WeChat environment you can

- Deliver messages to customers promoting tech articles, new product launch information
- Use the site as a recruitment tool
- Deliver banner-like ads to be used as page breaks between articles sent by WeChat
- Set up customized WeChat programs

Consult us for your wechat programs.



请关注微信号





# Mechanical Specifications

	Spread Page	Full Page	2/3 Page Vertical	2/3 Page Horizontal	1/2 Page Vertical	1/2 Page Horizontal	1/2 Page Island	1/3 Page Vertical	1/3 Page Horizontal	1/4 Page	1/6 Page
Live Area (Non-Bleed)	386mm x 253mm 15" x 10"	183mm x 253mm 7" x 10"	115mm x 253mm 4.5" x 10"	183mm x 162mm 7.2" x 6.4"	82mm x 253mm 3.2" x 10"	183mm x 117mm 7" x 4.6"	117mm x 183mm 4.6" x 7.2"	48mm x 253mm 2" x 10"	183mm x 71mm 7.2" x 2.8"	82mm x 117mm 3.22" x 4.6"	48mm x 117mm 2" x 4.6"
(Trim)	406mm x 273mm 16" x 10.75"	203mm x 273mm 8" x 10.7"	135mm x 273mm 5.3" x 10.7"	203mm x 182mm 8" x 7.2"	102mm x 273mm 4" x 10.7"	203mm x 137mm 8" x 5.4"	137mm x 203mm 5.4" x 8"	68mm x 273mm 2.6" x 10.7"	203mm x 91mm 8" x 3.6"	102mm x 137mm 4" x 5.4"	68mm x 137mm 2.7" x 5.4"
(Bleed)	412mm x 279mm 16.2" x 11"	209mm x 279mm 8.2" x 11"	141mm x 279mm 5.6" x 11"	209mm x 188mm 8.2" x 7.4"	108mm x 279mm 4" x 11"	209mm x 143mm 8.2" x 5.6"	143mm x 209mm 5.6" x 8.2"	74mm x 279mm 3" x 11"	209mm x 97mm 8.2" x 3.8"	108mm x 143mm 4.3" x 5.6"	74mm x 143mm 3" x 5.6"

## General Policy

Advertisers and advertising agencies assume liability for all content of advertisements printed and also assume responsibility for any claims arising there-from made against the publisher. The publisher reserves the right to reject advertising not conforming to publication standards. The publisher reserves the right to place the word "advertisement" with copy, which in the publisher's opinion resembles editorial materials. The publisher is not liable for delays in delivery and/or non-delivery in the event of an Act of God, action by any government or quasi-government entity, fire, flood, insurrection, riot, explosion, embargo, strike, whether legal or illegal, labor or material shortage, transportation, interruption of any kind, work slowdown, or any condition beyond the control of the publisher affecting production or delivery in any manner.

In the event of non-payment, the publisher reserves the right to hold the advertiser and/or agency jointly and severally liable for such monies as are due and payable to the publisher. The publisher will not be bound by any conditions, printed or otherwise, appearing on any insertion order or contract when they conflict with the terms and conditions of this rate card.

## Cancellations

No cancellations or changes will be accepted after the "Ad close" date. Notification of cancellations prior to closing date must be in writing.

# Administration & Sales Offices

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Send your booking orders & ad materials by email, courier or FTP upload.

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