



advertising

2008

Directory
Discount Handbook
Newsletter
e-Bulletin
Calendar
Membership Card
Website

our members

your target!

With some 600 corporate members hosting over 1200 representatives in Vietnam, EuroCham offers outstanding opportunities for companies to market their brand, products and services to Vietnam's leading professionals and businesses.

Since 1998, EuroCham has built an excellent track record of providing well-read and informative publications that have become much valued resources amongst the business community in Vietnam.

Open your company to Vietnam's leading foreign and domestic business players and key EU and Vietnamese government officials engaged in trade and investment - **be seen by those who count!**

Choose from the following to advertise in:

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How EuroCham Advertising works:

Once you have chosen the publication(s) you wish to advertise in, print off the relevant page(s), fill out the details and return to EuroCham Advertising by fax (08) 845 5527.

Reservations are determined on a first come, first serve basis.

Questions?

Please email thanhthuy@eurochamvn.org or call (08) 845 5528

Please note due to reasons beyond our control all our print publications can only be sent to destinations within Vietnam.

The **EuroCham Membership Directory** displays the profiles of all our members, contains useful information on EuroCham including our aims and objectives, benefits and services, and the EuroCham Sector Committees and a listing of EU nation embassies and consuls in Vietnam and vice versa. The Directory is delivered annually to all members and EuroCham partners after *Tết*.



Circulation: 1,600 copies
Frequency: once annually
Release: March 2009
Ad pages: approx. 41 of 550 pages
Issue price: €50
 (one free copy sent to each member representative)

Specifications:

	Size	Rate ¹	Rate ²	Availability	Order	Notes
Back cover	17.5 x 24	2,000	n/a	01		¹ EuroCham member rates
Inside front cover	18 x 23.5	1,600	n/a	01		
Inside back cover	18 x 23.5	1,600	n/a	01		² Non-EuroCham member rates
Inside front right	17.5 x 24	1,600	n/a	01		
Bookmark (both sides)	8 x 18	1,600	n/a	01		All sizes are in cm & displayed W x H.
Tab page (glossy card)	16.5 x 23	1,400	n/a	09		All rates are in €
Facing table content	16.5 x 23	1,300	n/a	01		
Facing company profile	16.5 x 23	1,250	n/a	n/a		
Inside (full page)	16.5 x 23	1,200	1,560	10		
Inside (half page)	16.5 x 11.5	600	780	08		
Inside (quarter page)	8.25 x 11.5	325	423	08		

03

Register:

Company name:.....
 Address:
 Contact Name: Title/Position:
 Email:
 Tel:
 Fax:
 Authorizing signature:
 Date: DD/MM/YYYY

**By submitting this form you will have confirmed your booking.
 Please return to EuroCham Advertising by fax (08) 845 5527.**

Important notes

- Please ensure your print-ready publication material is delivered to the EuroCham office in Ho Chi Minh City* before **Friday, 9 January 2009**.
- Your print-ready publication material should be made in Photoshop or CorelDraw and the text should be added in illustrator, and printing work should be made in print colours CMYK on 300dpi at the size you have applied for.
- Please note that the above mentioned rates are exclusive 10% VAT and design fee. 10% VAT is subject to the

The **EuroCham Membership Discount Handbook** details all the companies and venues taking part in our Discount Partner scheme. The Discount Handbook is sent out annually to all members after *Tết* alongside the Membership Directory.

Circulation: 1,600 copies
Frequency: once annually
Release: March 2009
Ad pages: approx. 20 of 60 pages
Issue price: Free
 (one copy sent to each member representative)



Specifications:

	Size	Rate ¹	Rate ²	Availability	Order	Notes
Back cover	9 x 12.5	200	n/a	01		1 EuroCham member rates
Inside front cover	9 x 12.5	200	n/a	01		
Inside back cover	9 x 12.5	200	n/a	01		2 Non-EuroCham member rates
Inside front right	9 x 12.5	180	n/a	01		
Inside back left	9 x 12.5	170	221	01		All sizes are in cm & displayed W x H.
Inside page (full page)	9 x 12.5	150	195	10		
Inside page (half page)	8 x 5.7	65	85	05		All rates are in €

Register:

Company name:.....
 Address:
 Contact Name: Title/Position:
 Email:
 Tel: Fax:
 Authorizing signature:
 Date: DD/MM/YYYY

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* EuroCham, EuroVilla, 257 Hoang Van Thu, Tan Binh District, Ho Chi Minh City.

04

Published quarterly, the **EuroCham Newsletter** is delivered to all members and EuroCham partners, and includes a review of the Chamber's activity over the last three months and articles on trade and investment and economic and legal reform in Vietnam. The **EuroCham e-Bulletin** is sent to all members and EuroCham partners every fortnight and details upcoming EuroCham hosted and supported events and activity.

Newsletter circulation: 1,400 copies/quarter
Newsletter frequency: every quarter
Newsletter ad pages: 3 of 16 pages + 3 insert flyers

e-Bulletin circulation: approx. 1,200 recipients
e-Bulletin frequency: fortnightly
e-Bulletin ad positions: 1 position/e-Bulletin

Issue price: free (one copy sent to each member representative)



Specifications:

	Size	Rate ¹	Rate ²	Availability	Order	Notes
Newsletter: Back cover	17.5 x 25	280	n/a	01		¹ EuroCham member rates
Newsletter: Inside front cover	17.5 x 25	250	n/a	01		² Non-EuroCham member rates
Newsletter: Inside back cover	17.5 x 25	250	n/a	01		
Newsletter: Insert flyer (Loose)	≤17.5 x 25, 1300 copies	200	260	03		All sizes are in cm & displayed W x H.
e-Bulletin (immediately after 'Upcoming Events')	≤16 x 10	100	130	01		All rates are in €
e-Bulletin (immediately after 'Upcoming Events')	≤16 x 5	50	65			

05

Register:

Company name:

Address:

Contact Name: Title/Position:

Email:

Tel:..... Fax:

Authorizing signature:

Date: DD/MM/YYYY

By submitting this form you will have confirmed your booking.

Please return to EuroCham Advertising by fax (08) 845 5527.

Important notes:

- Please ensure your print-ready publication material is delivered to the EuroCham office in Ho Chi Minh City* before **the deadline advised by EuroCham or call EuroCham Advertising (08) 845 5528.**
- Your print-ready publication material should be made in Photoshop or CorelDraw and the text should be added in illustrator, and printing work should be made in print colours CMYK on 300dpi at the size you have applied for.
- Please note that the above mentioned rates are exclusive 10% VAT and design fee. 10% VAT is subject to the amount should you need a VAT invoice.

* EuroCham, EuroVilla, 257 Hoang Van Thu, Tan Binh District, Ho Chi Minh City.

The **EuroCham Calendar** is sent to all members and EuroCham partners at the end of each year and is a complement to any desk!
The **EuroCham Membership Card** is delivered within a card holder to all members when they join or renew their membership with EuroCham.

Calendar circulation: 1,600 copies
Calendar frequency: once annually
Calendar release: December 2008
Calendar ad positions: 15 available

Membership Card print-run: 1,600 produced
Membership Card frequency: sent throughout the year
Membership Card release: throughout the year
Membership Card ad positions: 1 available

Issue price: free (one free copy/card sent to each member representative)

Specifications:

	Size	Rate ¹	Rate ²	Availability	Order	Notes
Calendar: Weekly view (small) displayed 20 times/year	6.5 x 4	600	780	15		¹ EuroCham member rates
Calendar: Weekly view (large) displayed 4 times/year	32.5 x 14					² Non-EuroCham member rates
Membership Card	8.3 x 1.4	2,100	n/a	01		All sizes are in cm
Membership Card Holder	10.5 x 7.5					& displayed W x H.
						All rates are in €

Register:

Company name:.....
 Address:
 Contact Name: Title/Position:
 Email:
 Tel:..... Fax:
 Authorizing signature:
 Date: DD/MM/YYYY

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Important notes

- Please ensure your print-ready publication material is delivered to the EuroCham office in Ho Chi Minh City* before **Friday, 9 November 2007**.
- Your print-ready publication material should be made in Photoshop or CorelDraw and the text should be added in illustrator, and printing work should be made in print colours CMYK on 300dpi at the size you have applied for.
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* EuroCham, EuroVilla, 257 Hoang Van Thu, Tan Binh District, Ho Chi Minh City.

The **EuroCham website** was relaunched in 2008 and has since provided members and visitors with useful information on upcoming EuroCham events, activities and services. The **EuroCham brochure** is presented to all visitors and guests to EuroCham's offices and sent to prospective members. The EuroCham brochure contains information on EuroCham's aims and objectives, services and benefits and is displayed at a number of EuroCham functions and events.

Website visitors:
approx. 4,000 views/month

Website access:
Public

Website logo positions:
20 available



Specifications:

	Size	Rate ¹	Rate ²	Availability	Order	Notes
Website: Hyperlinked logo rotating on home-page/year	150 x 100 pixels	1,000	1,300	20		¹ EuroCham member rates
Website: Hyperlinked logo rotating on home-page/quarter	150 x 100 pixels	300	390			² Non-EuroCham member rates
						All rates are in €

Register:

Company name:.....

Address:

Contact Name:..... Title/Position:

Email:

Tel:..... Fax:

Authorizing signature:

Date: DD/MM/YYYY

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* EuroCham, EuroVilla, 257 Hoang Van Thu, Tan Binh District, Ho Chi Minh City.

European Chamber of Commerce in Vietnam

Ho Chi Minh City Office

EuroVilla, 257 Hoang Van Thu

Tan Binh District

Ho Chi Minh City, Vietnam

Tel : (84-8) 845 5528

Fax : (84-8) 845 5527

Email : info_hcm@eurochamvn.org

Hanoi Office

G/F, Sofitel Plaza, 1 Thanh Nien

Ba Dinh District

Hanoi, Vietnam

Tel : (84-4) 715 2228

Fax : (84-4) 715 2218

Email : info_hn@eurochamvn.org

EuroCham Advertising enquiries:

Please email: thanhthuy@eurochamvn.org

or call: (84-8) 845 5528