

# Promotion Channels 宣传渠道

ChinaplasOnline.com in 2009 saw a traffic record of over 5,812,000 page views, with an astounding 105,000 visitors in the peak month of 2009. The website traffic is backed up by a powerful promotional program, which includes:

2009年，ChinaplasOnline.com 成功创下了单月581万的浏览量和10.5万的访客量。为保证网站流量，我们推行一套强大的推广计划，其中包括：

## Show On-site Promotion 展会现场推广

- Exhibition Booths 展位
- Billboards 广告牌



## Printed Media Promotion 印刷媒体推广

- Tickets 门票
- Exhibits Previews 展品预览
- Show Catalogues 会刊
- Show Newspapers 展览时报
- International Visitors' Guides 海外观众参观指南
- CPRJ, China Plastic & Rubber Journal 《CPRJ 中国塑料橡胶》
- All press releases of CHINAPLAS 所有橡塑展的新闻稿

## Online and e-Marketing Promotion 网络及电邮推广

- Adsale Plastics Website 雅式橡塑网
- Show Countdown e-Newsletters 展会倒数电子报
- Adsale Weekly e-Newsletters 雅式每周电子报
- Over 165 other online media platforms in China and overseas 逾165个中外网络媒体



## Search Engine Marketing 搜索引擎推广

Launch ad words in Google and Baidu  
于谷歌及百度投放关键词广告



## Supported by Overseas and Chinese Trade Associations 海外及中国行业协会支持

- European Committee of Machinery Manufacturers for the Plastics and Rubber Industries (EUROMAP) 欧洲塑料和橡胶工业机械制造商协会
- Association of Japan Plastics Machinery 日本塑料机械协会
- Anhui Province Plastics Association 安徽省塑料协会
- China United Rubber Corporation 中联橡胶有限责任公司
- Fujian Plastics Industry Association 福建省塑料工业协会
- Guangdong Plastics Industry Association 广东省塑料工业协会
- Jiangxi Plastics Industry Association 江西省塑料工业协会
- Shandong Plastics Industry Association 山东省塑料工业协会
- Zhejiang Plastics Industry Association 浙江省塑料工业协会