



4 March, 2016

Dear ACRA Members,

Members Promotion Opportunity at ACRA Web-Site (www.acra.org.hk)

The ACRA Website (<http://www.acra.org.hk>) serves as a great platform to you, as our members to promote your business to all visitors and among the industry. Upon the website revamp, number recorded with frequent enquired visits to the site incorporating latest promotion, news and useful links of the industry.

Leveraging the website, there are several sections to serve your promotion purpose and needs, as stipulated below:

The screenshot shows the ACRA website homepage. The header includes the ACRA logo and name in English and Chinese, along with the founding year 1961 and its affiliation with HKFEMC. A navigation menu on the left lists: Home Page, About Us, Membership, Publication, Product Listing (highlighted with a red box and labeled 'Section C Product Listing'), Event Gallery, Useful Information, Contact Us, and Site Map. The main content area features a 'Latest News' section with a 'NEW' icon, a search bar, and a video player showing a group of people. A large banner for 'ATAL ANALOGUE TECHNICAL AGENCIES LTD' is highlighted with a red box and labeled 'Section A Co. Banner'. Below the video player, a 'President Message' section contains text about winter weather in Hong Kong. A 'Section B Column Ad.' is shown at the bottom right, featuring an advertisement for an 'Intelligent Fan Coil Unit' with 'Energy saving 40%-80%' and the website 'www.rec-qt.com'.



Section A – Company Banner Section

Pertaining previous years', joining the company banner advertising yearly package, your Company Banner with logo would be highlighted in appearing as the rolling banner placeholder of all the pages throughout the website and your company information would be posted at the easier accessible Members' Corner.

Section B – Column Advertising Section

A new advertisement corner at the front landing page for highlight promotion - Column advertisement (stand-still images/ animated images/ flash) can be posted at an eye-catching position in our website, appearing as your desire design. On clicking the advertising column, visitors will be directed to the link you provide.

Section C – Product Listing

Besides, in addition, to support our industry with easy access to product/equipment information, esp. for tendering process, you can consider of listing your products in different categories of the Product Listing section of the ACRA website to enrich the product brand presence and potential customer searching.

It is a great opportunity to promote your products and services. Here are the packages for your consideration which we wish the varieties suit your different business needs :

Advertisement	Fee
Company Banner Advertisement with Company Profile at Members' Corner	HK\$700 / Year
Column Advertisement (Max 5 in a column)	HK\$1000 / Half year, HK\$1800 / Year
Product Listing	HK\$150 / Line* (10% discount for over 10 entries)

You can find more details in below section. For renewal and booking, please fill the attached reply slip and return to info@acra.org.hk. Act Fast! We look forward to your support to our web-site.

Yours sincerely,

C. H. Wu
Chairman
Publication and Website Committee
The Hong Kong Air Conditioning and
Refrigeration Association Limited



REPLY SLIP

Please return reply slip by email to info@acra.org.hk

Thank you so much!

Date : _____

We wish to reserve the advertisement space at package fee of HK\$_____ for the following advertisement at ACRA Web-Site from 1 April 2016 to 31 March 2017.

1. **Company Banner : HK\$700 / Year**
2. **Column Advertisement: HK\$ 1000 / Half Year** **HK\$ 1800 / Year**
3. **Product Listing : HK\$150 / Line x Nos. of Line () x 10% discount (if over 10 entries)**
= **HK\$**

Company : _____

Contact Person : Mr. / Mrs. / Ms. _____

E-mail Address : _____

Telephone No.: _____

Mobile No. : _____

Fax No.: _____



Advertising Details

Section A – Company Banner

1. The top corner banner size is 350 x 80 pixel (It is suggested to have white color background to best fit and highlight your company logo)
2. Total Logo file size should be max 2MB
3. Upon clicking the Company Logo, would link to member corner page for company details
4. File should be in the format of Company Logo picture (JPEG) only
5. No background music/sound is allowed
6. The content and posting is subject to ACRA review and final approval

100% actual viewing size



Section B – Advertising Column

1. The Ad size for the web site is 210 x 159 pixel.
2. Total File size should be max 3MB.
3. Direct to external link (Provided by the member) upon clicking the member's provided display file
4. File can be in the format of "Stand-still" website picture (JPEG), Animated GIF, Flash
5. No background music/sound is allowed to publish
6. The posting of the content is subject to ACRA review and final approval

100% actual viewing size



Section C – Product Listing

1. Please submit the Product Listing entry as below format:

<u>Category</u> (Please refer to website existing categories)	<u>Brand</u>	<u>Company Name</u>	<u>Contact – Tel & Website/ e-,mail</u>
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2. The posting of the content is subject to ACRA review and final approval