



# China Rates (all rates are in RMB)

Effective July 1, 2011

Rates are based on the media channel with the greatest distribution and are subject to change by BPA's Board of Directors. The rates in effect at the time of the audit will be charged.

## Rates include:

- ✓ Membership dues
- ✓ Production of two (2) statements OR two (2) Brand Reports OR one (1) statement and one (1) Brand Report\*
- ✓ Website traffic measurement & widget
- ✓ Digital magazine data
- ✓ Web posting of statements
- ✓ Providing a link from BPA website
- ✓ License to download your statement, post it to your site and email to your prospects and customers
- ✓ Logo and cover shots on the reports
- ✓ Maintaining traffic reports on views of your statements and audit reports
- ✓ Charts and graphs
- ✓ On-site staff training/account review
- ✓ Promotional material review

\* Printed copies of statements/reports will be invoiced separately.

### Additional Options\*\* include:

- ✓ Supplementary data
- ✓ Unit data
- ✓ Census data
- ✓ Firm/corporate ranking data

\*\* May require additional auditing hours

### Time Allowance

The time allowance for our service is included in the basic charge. Any time required to provide service in excess of the allowable hours shall be charged for at a uniform rate of ¥1,480 per hour.

## BPA Worldwide

Suite 505, Building 4  
China Central Place, 89 Jianguo Road  
Chaoyang District  
Beijing 100025 P.R. China  
Tel: +86.10.8591.0691  
Fax: +86.10.8591.0589  
info@bpaww.com  
bpaww.com

Distribution	Time Allowance	2-Page Statement	4-Page Statement	6-Page Statement	8-Page Statement	10-Page Statement	12-Page Statement
8,000 or less	13 hrs	¥ 34,950	¥ 36,760	¥ 43,090	¥ 45,600	¥ 52,390	¥ 56,290
Over 8,000	13.25	¥ 35,655	¥ 37,465	¥ 43,795	¥ 46,305	¥ 53,095	¥ 56,995
Over 8,500	13.50	¥ 36,180	¥ 37,990	¥ 44,320	¥ 46,830	¥ 53,620	¥ 57,520
Over 9,000	13.75	¥ 37,055	¥ 38,865	¥ 45,195	¥ 47,705	¥ 54,495	¥ 58,395
Over 9,500	14.00	¥ 37,640	¥ 39,450	¥ 45,780	¥ 48,290	¥ 55,080	¥ 58,980
Over 10,000	14.25	¥ 38,760	¥ 40,570	¥ 46,900	¥ 49,410	¥ 56,200	¥ 60,100
Over 11,000	14.50	¥ 39,940	¥ 41,750	¥ 48,080	¥ 50,590	¥ 57,380	¥ 61,280
Over 12,000	15.00	¥ 41,170	¥ 42,980	¥ 49,310	¥ 51,820	¥ 58,610	¥ 62,510
Over 13,000	15.25	¥ 42,145	¥ 43,955	¥ 50,285	¥ 52,795	¥ 59,585	¥ 63,485
Over 14,000	15.50	¥ 43,270	¥ 45,080	¥ 51,410	¥ 53,920	¥ 60,710	¥ 64,610
Over 15,000	15.75	¥ 44,555	¥ 46,365	¥ 52,695	¥ 55,205	¥ 61,995	¥ 65,895
Over 16,500	16.00	¥ 45,895	¥ 47,705	¥ 54,035	¥ 56,545	¥ 63,335	¥ 67,235
Over 18,000	16.25	¥ 47,445	¥ 49,255	¥ 55,585	¥ 58,095	¥ 64,885	¥ 68,785
Over 20,000	16.50	¥ 49,110	¥ 50,920	¥ 57,250	¥ 59,760	¥ 66,550	¥ 70,450
Over 22,000	17.00	¥ 50,770	¥ 52,580	¥ 58,910	¥ 61,420	¥ 68,210	¥ 72,110
Over 24,000	17.25	¥ 52,330	¥ 54,140	¥ 60,470	¥ 62,980	¥ 69,770	¥ 73,670
Over 26,000	17.50	¥ 53,720	¥ 55,530	¥ 61,860	¥ 64,370	¥ 71,160	¥ 75,060
Over 28,000	17.75	¥ 55,330	¥ 57,140	¥ 63,470	¥ 65,980	¥ 72,770	¥ 76,670
Over 31,000	18.00	¥ 57,420	¥ 59,230	¥ 65,560	¥ 68,070	¥ 74,860	¥ 78,760
Over 34,000	18.25	¥ 59,565	¥ 61,375	¥ 67,705	¥ 70,215	¥ 77,005	¥ 80,905
Over 38,000	18.50	¥ 62,300	¥ 64,110	¥ 70,440	¥ 72,950	¥ 79,740	¥ 83,640
Over 43,000	18.75	¥ 65,200	¥ 67,010	¥ 73,340	¥ 75,850	¥ 82,640	¥ 86,540
Over 48,000	19.25	¥ 68,260	¥ 70,070	¥ 76,400	¥ 78,910	¥ 85,700	¥ 89,600
Over 54,000	20.00	¥ 71,525	¥ 73,335	¥ 79,665	¥ 82,175	¥ 88,965	¥ 92,865
Over 60,000	21.00	¥ 74,950	¥ 76,760	¥ 83,090	¥ 85,600	¥ 92,390	¥ 96,290
Over 68,000	21.50	¥ 79,195	¥ 81,005	¥ 87,335	¥ 89,845	¥ 96,635	¥ 100,535
Over 78,000	22.00	¥ 84,180	¥ 85,990	¥ 92,320	¥ 94,830	¥ 101,620	¥ 105,520
Over 88,000	22.50	¥ 89,160	¥ 90,970	¥ 97,300	¥ 99,810	¥ 106,600	¥ 110,500
Over 100,000	23.00	¥ 93,615	¥ 95,425	¥ 101,755	¥ 104,265	¥ 111,055	¥ 114,955
Over 116,000	24.00	¥ 102,465	¥ 104,275	¥ 110,605	¥ 113,115	¥ 119,905	¥ 123,805
Over 134,000	25.00	¥ 103,965	¥ 105,775	¥ 112,105	¥ 114,615	¥ 121,405	¥ 125,305
Over 156,000	26.00	¥ 105,245	¥ 107,055	¥ 113,385	¥ 115,895	¥ 122,685	¥ 126,585
Over 180,000	27.00	¥ 106,855	¥ 108,665	¥ 114,995	¥ 117,505	¥ 124,295	¥ 128,195
Over 212,000	27.50	¥ 108,310	¥ 110,120	¥ 116,450	¥ 118,960	¥ 125,750	¥ 129,650
Over 248,000	28.00	¥ 111,260	¥ 113,070	¥ 119,400	¥ 121,910	¥ 128,700	¥ 132,600
Over 295,000	30.00	¥ 112,860	¥ 114,670	¥ 121,000	¥ 123,510	¥ 130,300	¥ 134,200
Over 350,000	31.00	¥ 114,895	¥ 116,705	¥ 123,035	¥ 125,545	¥ 132,335	¥ 136,235
Over 415,000	32.00	¥ 116,720	¥ 118,530	¥ 124,860	¥ 127,370	¥ 134,160	¥ 138,060
Over 500,000	33.00	¥ 118,495	¥ 120,305	¥ 126,635	¥ 129,145	¥ 135,935	¥ 139,835
Over 600,000	33.50	¥ 120,255	¥ 122,065	¥ 128,395	¥ 130,905	¥ 137,695	¥ 141,595
Over 725,000	34.00	¥ 122,300	¥ 124,110	¥ 130,440	¥ 132,950	¥ 139,740	¥ 143,640
Over 885,000	35.00	¥ 123,970	¥ 125,780	¥ 132,110	¥ 134,620	¥ 141,410	¥ 145,310
Over 1,080,000	35.50	¥ 126,265	¥ 128,075	¥ 134,405	¥ 136,915	¥ 143,705	¥ 147,605
Over 1,350,000	36.00	¥ 128,260	¥ 130,070	¥ 136,400	¥ 138,910	¥ 145,700	¥ 149,600
Over 1,660,000	38.00	¥ 130,495	¥ 132,305	¥ 138,635	¥ 141,145	¥ 147,935	¥ 151,835
Over 2,100,000	38.25	¥ 132,545	¥ 134,355	¥ 140,685	¥ 143,195	¥ 149,985	¥ 153,885
Over 2,600,000	38.50	¥ 134,790	¥ 136,600	¥ 142,930	¥ 145,440	¥ 152,230	¥ 156,130
Over 3,300,000	38.75	¥ 137,205	¥ 139,015	¥ 145,345	¥ 147,855	¥ 154,645	¥ 158,545
Over 4,200,000	39.00	¥ 139,455	¥ 141,265	¥ 147,595	¥ 150,105	¥ 156,895	¥ 160,795
Over 5,400,000	39.25	¥ 141,980	¥ 143,790	¥ 150,120	¥ 152,630	¥ 159,420	¥ 163,320
Over 7,000,000	39.50	¥ 144,440	¥ 146,250	¥ 152,580	¥ 155,090	¥ 161,880	¥ 165,780
Over 9,000,000	39.75	¥ 147,175	¥ 148,985	¥ 155,315	¥ 157,825	¥ 164,615	¥ 168,515
Over 12,000,000	40.00	¥ 156,405	¥ 158,215	¥ 164,545	¥ 167,055	¥ 173,845	¥ 177,745