

I ♥ NY CHINA READY PROGRAM

Next steps in welcoming the Chinese visitor market

Each participant will receive:

1. One Page Business Profile with Chinese translation
2. Welcome Letter with Chinese translation
3. Welcome Sign with Chinese translation

1. One Page Business Profile with Chinese Translation

Your business profile will provide general information, but can also provide Chinese market specific information regarding your business.

i.e. Chinese speaking staff, a free gift, or 10% discount for Chinese visitors. This file will be sent to you in both print and a digital file, allowing you the ability to physically distribute your profile and electronically share your message through email and social media.

You will receive:

- One page business profile, translated into Chinese
- 1,000 color copies
- A digital file for your future printing
- Proof will be sent for final approval
- Profile will be sent to you approximately 7 business days from the time of final approval

Please submit the following:

Completed artwork (print-ready):

- Dimensions: 8.5" W x 11" H
- Color: CMYK
- Formats: InDesign, Photoshop, Illustrator
- Text: 250 words maximum. This does not include text imbedded in your logo or photos.

OR

Artwork components only (design provided for you):

- Photos: 3 to 5 high resolution photos, 300 dpi minimum
- Formats: PDF, JPEG, GIF, PNG (*no animated, no raw files*)
- Color: CMYK
- Text: 250 words maximum. This does not include text imbedded in your logo or photos.

Upload to jpurtill@alonmarketing.com via www.WeTransfer.com

Example of Profile



2. Welcome Letter with Chinese Translation

Your letter should be written to welcome your Chinese guests upon arrival and provide helpful information about your business. Its intent is to make your guests feel comfortable and show them you appreciate their visit.

You will receive:

- 500 copies
- A digital file for your future printing
- All text printed in black and white / logo will print in color
- Proof will be sent for final approval
- Letter will be sent to you approximately 7 business days from the time of final approval.

Please submit the following to jpurtil@alonmarketing.com:

- 250 word welcome message (all text will be printed in black and white)
- Color image of company logo (JPEG or PNG)
- Include full contact details of the person signing the letter:
Name, title, address, email address, phone number, and website address

Example of Welcome Letter



3. Welcome Sign with Chinese Translation

This indoor/outdoor high-quality sign welcomes Chinese visitors to your establishment. It is also a marketing tool for Chinese trade events and shows you may attend.

You will receive:

- One (1) Sign
 - Size: 60" H x 24" W
 - Weight: 8 lbs.
 - Material: Vinyl sign, aluminum and plastic frame
- Proof will be sent for final approval
- Sign will be sent approximately 10 business days from the time of final approval in a custom cardboard box.

Please upload to: jpurtil@alonmarketing.com via www.WeTransfer.com

- Completed artwork (print-ready)
- Dimensions: 40" H x 15" W
- Color: CMYK
- Formats: InDesign, Photoshop, Illustrator
- Text: 150 words maximum. This does not include text imbedded in your logo or photos.

OR

- Artwork components only (design provided for you)
- Photos: 3 to 5 high resolution photos, 300 dpi minimum
- Formats: PDF, JPEG, GIF, PNG (*no animated, no raw files*)
- Color: CMYK
- Text: 150 words maximum. This does not include text imbedded in your logo or photos.

Example of Welcome Sign

