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## Intellasia Online Advertising Rates

Intellasia.Net East Asia News provides up to date finance and topical news of 17 SE Asia countries including Thailand, Malaysia, Singapore, Vietnam, Indonesia, Philippines, Cambodia, Lao, Myanmar (Burma), Japan, Korea, Taiwan, China, Hong Kong, Papua New Guinea, Timor Leste, Brunei.

### Special Coverage

Daily updated coverage is also provided for our special feature sections ResourceAsia and FinanceAsia and PRAsia as well as regional countries including South Asia's India and Bangladesh and topical and business news from Australia and to some extent, NZ.

### Demographics

Intellasia.Net receives over 200,000 visits a month and 2-3 million page-views and around 3-5 million hits. Intellasia readers are generally business and industry professionals and entrepreneurs that are intelligent, affluent and progressive-minded — the who's who of business people in East Asia.

### Ads slots

Intellasia offers standard ad sizes all guaranteed above the fold positioning and is IAB Standard Ad Unit compliant.

Our usual Ad Portfolio consists of 300x3300 sq, 728x90, 468x60 Banner and Leaderboard and 120x600 Tower. Smaller ad sizes are available with the above-quoted width constraints.

**Text Ads** We also provide prime positioning for text link ads located left side-bar.

Rates below are for single month and discounts apply for long-term advertising and sitewide (ROS). Please contact us for a quote.

For more details, please [contact](#) Intellasia.Net

Ad size	Code	Size w x h (pixels)	Home page	Section Page	Advanced Search	Article Pages (all)
LeaderBoardTop	LB1	728 x 90	550	275	275	385
LeaderBoardBottom	LB2	728 x 90	125	150	150	125
Square	SQ1	300 x 250	350	200	350	350
Square Article in text	SQA	300 x 250	-	-	-	550
Square Rectangle	SQR	300 x 600	500	300	300	350
BannerTop	BT	468 x 60	150	125	125	175
-50%Banner Mid	BM	468 x 60	300	-	-	300
Skyscraper	SKY	120 x 600	150	100	100	150
Skyscraper Half	SKYH	120 x 300				
Text links	TX	130 single line	25	10	15	-
Sitewide \$30/m						
Text Link Section/Country Header Page (TXS)					6 months \$300; 1 year \$500	

Text links 3 months min home page, 6 months other pages max 130px wide

Home page text links 1-year \$250 Section page \$130 1-year

Sitewide ads: POA | Article ads by category minus 50% of full rate

Rates in USD

Note: Minimum banner/image advertisement placement time is one-month

Third party tags accepted. CTR tracked and reports via OpenX ad management platform

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465x60 and 725x60 Banner Codes for Intellasia.Net

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### Tibetan teens reported in rare double immolation

Two Tibetan teenagers died after they set fire to themselves in protest at Chinese rule, reports and Western rights groups said, in a rare instance of a double self-immolation in the native region. The former primary school classmates were named as 15-year-old Sonam Dargye and a 17-year-old identified by US-based Radio Free Asia (RFA) only [...]



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 Separatists kill eight soldiers in Indonesian Papua Indonesian authorities suspect separatists were	Asian stocks muted on Europe concerns, China Asian stock markets were muted Friday following weak economic data from
 Tibetan teens reported in rare double immolation Two Tibetan teenagers died after they set fire to	Asian shares recover from steep loss, growth worry eases Asian shares edged higher on Friday, recouping the previous day's steep
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Australian research provides final clue for anti-malaria drug Researchers in Australia have provided the final piece of a puzzle to develop a	Xstrata ending operator of loss-making Australia coal mine Anglo-Swiss miner Xstrata said it is dropping a unit of Leighton Holdings as
 Indonesian newborn dies after rejection from 10 hospitals A one-week-old baby in	 Beijing's shale gas targets unrealistic say experts The mainland, consuming energy at the fastest pace

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Category: ResourceAsia

**BHP appoints new CEO as industry enters era of austerity**  
21-Feb-2013 Intellasia | Reuters | 8:00 AM  
BHP Billiton Ltd appointed the head of its non-ferrous business as its CEO to replace Marius Kloppers, the fourth global miner this year to change its top brass as the [...]  
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**Xstrata axing operator of loss-making Australia coal mine**  
21-Feb-2013 Intellasia | Reuters | 8:00 AM  
Anglo-Swiss miner Xstrata said it is dropping a unit of Leighton Holdings as operator of the Collingwood coal mine in Australia, which has seen substantial losses due to [...]  
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**Beijing's shale gas targets 'unrealistic' say experts**  
21-Feb-2013 Intellasia | South China Morning Post | 8:00 AM  
The mainland, consuming energy at the fastest pace among major economies, has set ambitious targets to exploit its reservoirs of shale gas. However, experts say, Beijing will [...]  
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**Xstrata unit wins environmental approval for \$5.9b Philippine mine**  
21-Feb-2013 Intellasia | The West Australian | 8:00 AM  
Global miner Xstrata Pica \$5.9 billion (2.8 billion pounds) Tampakan mine in the Philippines has been granted an environmental compliance certificate by the [...]  
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**Total wants exemption from Indonesia's repatriation restriction**  
21-Feb-2013 Intellasia | Rigoone | 8:00 AM  
Total SA said Tuesday it should be exempt from an Indonesian central bank restriction on sending profits back home, saying the regulation threatens its business operations and [...]  
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**Intrepid Mines: Letter to Shareholders**  
21-Feb-2013 Intellasia | Canadian Mining Journal | 8:00 AM  
Intrepid Mines Limited (TSX:IAU)(ASX:IAU) (the "Company" or "Intrepid") releases a letter to shareholders. Dear Fellow Shareholder You may have seen [...]  
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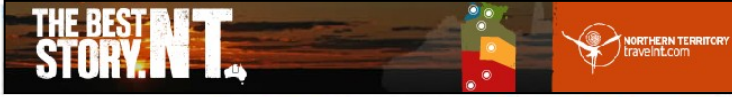
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Beijing's shale gas targets 'unrealistic' say experts

21-Feb-2013 Intellasia | South China Morning Post | 8:00 AM

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The mainland, consuming energy at the fastest pace among major economies, has set ambitious targets to exploit its reservoirs of shale gas.

However, experts say, Beijing will fail to meet those targets.

The mainland produces no commercial quantities of shale gas, yet it has set a target of 80 billion cubic metres (bcm) by 2020, or 23 per cent of total expected demand. Output in 2020 is likely to be 16 bcm, the average estimate of seven analysts surveyed by Bloomberg. That is more pessimistic than a year ago, when the forecast was 23 bcm.

Chris Paulkner, chief executive of the Texas-based shale oiler Shellco Oil and Gas, which is in talks in China, said: "China's production targets are not realistic. The only way China is going to be able to meet its output goals is for the government to pour money into exploration and development and ease up on the price controls."

By distorting fuel prices in a centrally controlled economy, Beijing has discouraged investment in shale, because drillers risk losing money. China National Petroleum Corp and China Petrochemical Corp, the two largest gas producers, won no exploration blocks in the last auction, while companies with no gas-drilling experience did.

Misleading targets to develop the world's biggest reserves of shale means the mainland's imports from foreign gas markets will be greater than anticipated.

Already, the mainland is spending \$11 billion a year on imports of natural gas, mostly in the form of liquefied natural gas (LNG).

It will open a record number of LNG receiving terminals this year, it soon for more than \$100 billion of projects being built by companies such as Exxon Mobil and Chevron in Australia and Papua New Guinea.

The lack of enthusiasm for shale was evident in December at the government's latest and biggest auction of blocks of land containing natural gas trapped in shale rock. Coal miners and provincial government investment firms with no experience of shale drilling were among the winning bidders. The bids by the big two gas producers and China National Offshore Oil Corp, the largest offshore oil producer, failed.

Awarding shale gas prospects to inexperienced companies in the second auction, and government price controls on natural gas, is likely to ensure imports continue to rise.

The mainland imported LNG worth \$6.3 billion last year, up 41 per cent from 2011. Piped gas comes mainly from Turkmenistan.

http://www.scmp.com/business/commodities/article/1154254/beijings-shale-gas-targets-unrealistic-say-experts



A worker performs valve checks at a Sinopac natural gas well in Sichuan. Photo: Reuters

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