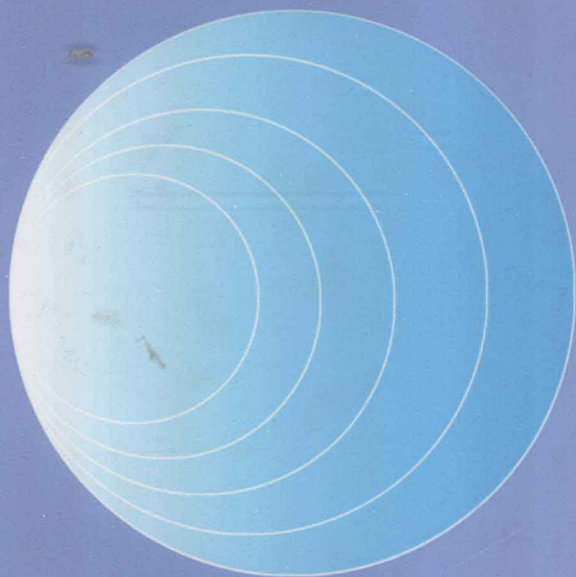


'97

# 中国广告年鉴

CHINA ADVERTISING YEARBOOK



新华出版社

# 中国广告年鉴

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# 编辑说明

一、《中国广告年鉴》是一部图文并茂的大型资料工具书，收编了 1996 年有关广告方面的主要文献资料。

二、“政策法规”、“大事纪要”等，以日期为序。

三、本年鉴收集的资料和数据中暂未包括我国台湾省、香港特区和澳门地区。

四、参加本年鉴“地方及专业委员会专栏”介绍的单位是上海市工商行政管理局、上海市广告协会；重庆市工商行政管理局；福建省工商行政管理局；深圳市工商行政管理局和中广协公交委员会。

五、为便于读者检索，书末附有“广告经营单位目录索引”和“广告刊户索引”。

六、限于编辑水平和所掌握的资料，缺点和错误在所难免。欢迎读者批评指正。

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# 中央电视台广告部简介

中央电视台是中国国家电视台，拥有九个频道，每天播出160小时左右的节目。她于1958年5月1日试播，同年9月2日正式播出，标志着中国电视事业的开始。

中央电视台播出九套节目，第一套是以新闻为主的综合精品频道；第二套是以经济社会教育为特色的频道；第三套是以音乐、戏曲为主的频道；第四套是国际频道，通过卫星向海外播出，覆盖亚洲、非洲及东欧等70多个国家和地区。24小时全天播出；第五套为体育频道。每天播出12个小时的节目，体育爱好者每天都能看到自己喜爱的节目；第六套是电影频道，每天播出16个小时的节目，有精彩的中外影片及获奖影片；第七套是军事、少儿、农业、科技频道；第八套是综合文艺频道；第九套是英语频道。九套节目都是通过卫星（其中第一套节目还通过全国微波干线）传送覆盖全国。覆盖率约达88.3%，拥有十亿多电视观众。

中央电视台广告部成立于1979年，下设三个部门：业务科、《商桥》栏目组、信息咨询科。广告部在全国各地拥有900多个代理公司，承揽在中央电视台播出的国内外广告业务，广告部还担负着为国内外客商设计、拍摄、制作各类广告片。

广告部拥有世界上最先进的设备和一支掌握现代技术的制作队伍，开办着一个惹人注目的小栏目《广而告之》。该栏目以提醒、批评、规劝为宗旨，以树立社会良好风尚为己任。栏目开办近十年来，受到社会各界观众的青睐。目前很多企业已加入到这个栏目中来，参与创意与制作。现又开办一个新栏目“商桥”主要是以广告为切入点的专题节目，为企业开辟了让人们了解自己的窗口。1997年广告部率先在全国开展电视扶贫，每年免费为全国十个省的贫困地区播放农副产品广告，在社会上引起了极大的反响。

中央电视台播放的商业广告旨在提高企业形象和商品知名度，树立美好形象。“以我屏幕，传您美名”是广告部的宗旨，让企业和观众满意是广告部的追求。

欢迎国内外客户来我部洽谈业务。

法人代表：杨伟光      广告部主任：谭希松

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