Baidu International Advertising Unit

Baidu SEM Account Application

Required Documents -> Basic List



List of Documents Required

Baidu 百度 International Advertising Unit

Basic Documents for All Types of Advertisers:

1. Business Registration / Cert of Incorporation – in Original language & Simplified Chinese translation copy
2. Business Registration Issuer Online Screenshot showing company name and URL – in both original language and Simplified Chinese translation versions
3. Promotion website Homepage Screenshot – have to show the URL on the search bar.
4. Company Bank Account Proof – e.g. either one out of the 3 : Cheque/ Bank Statement/ Remittance record. -> The full name and address as on the bank account proof has to be identical to the one as on your business registration. Blank cheque will not be accepted
5. Industries like airlines, hotels, OTA, law firms, etc have to provide additional certificates (please check with us).

All Documents Have to be:

1. In both original language and Simplified Chinese translation copy.
2. Color-scanned in high resolution.
3. Chopped with company stamp or have person-in-charge to sign on every single page.
4. Handwritten “与网站一致” or "与原件一致" as requested.

1) Landing Page Showing URL on Search Bar

- Need Sign or chop with your Company Stamp & in Color-scanned Copy
- Handwritten “与网站一致” & Industry Category

Sample



2) Business Registration Certificate -> a valid and color-scanned copy in original language with company chop and signature plus handwritten statement of "與原件一致" (True copy of the original).

Samples of Business Registration in UK:

Original Language & Simplified Chinese Translation version

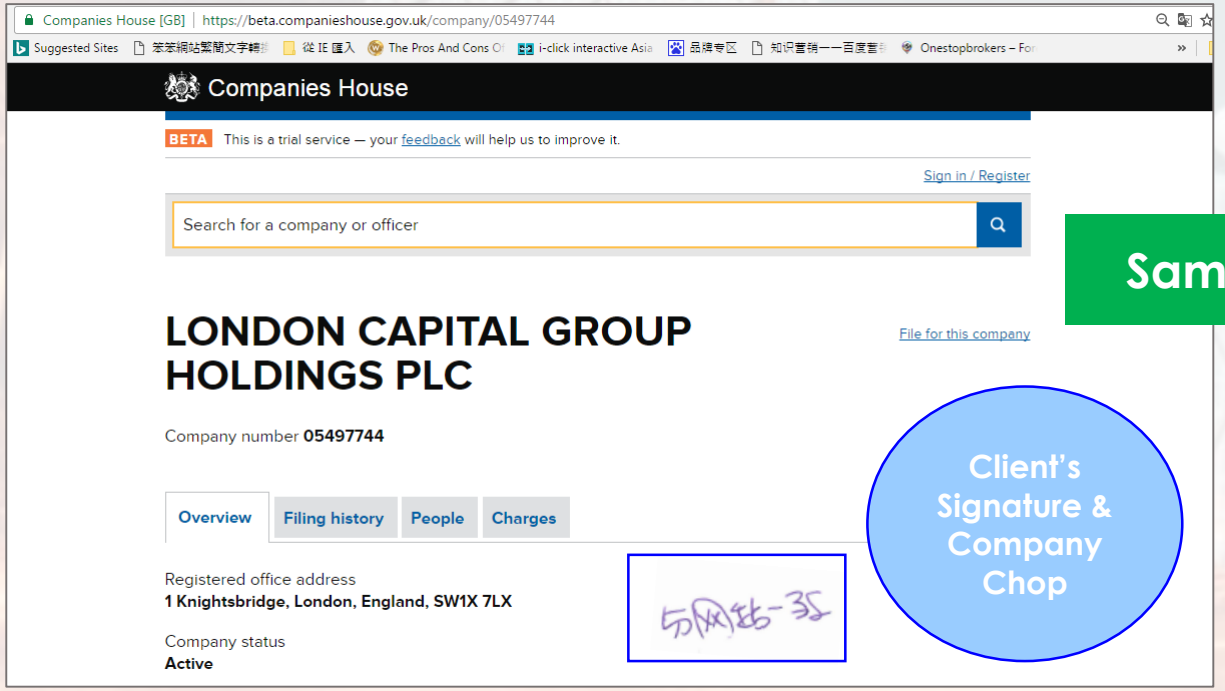


Sample



3) Government or Authority Website Screenshot showing business registration status in original language & translated to simplified Chinese version

-> color-scanned copy & a must to show the landing URL on the search box, sign with company chop + handwritten statement "与网站一致" (True copy of the online version).

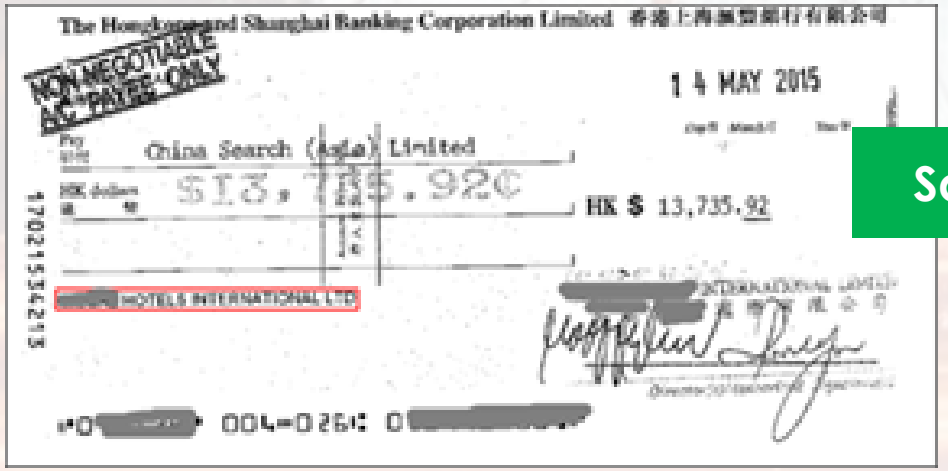


Sample



4) Company Bank Account Proof -> Please provide one out of the three from below to show that client holds a valid and recognized bank company account. **Please sign and chop with company stamp plus handwritten statement of "與原件一致"** (True copy of the original). **And, please provide simplified Chinese translation version**.

- **Copy of Bank Cheque** -> please be reminded that blank cheque is not accepted.
- **Copy of Monthly Bank Statement** -> A must to show: Bank name & address, Client's name, bank a/c name and number. You can hide the rest.
- **Copy of Bank remittance**


The Hongkong and Shanghai Banking Corporation Limited 香港上海滙豐銀行有限公司

NON-NEGOTIABLE A/C PAYEE ONLY

14 MAY 2015

Pay China Search (Asia) Limited

HK Dollars $13,735.92

HK $ 13,735.92

HOTELS INTERNATIONAL LTD


HSBC 滙豐

BusinessVantage Statement 「商業」賬戶月結單

CHINA SEARCH (ASIA) LIMITED
ROOM 08 15/F PROSPERITY MILLENNIA PLAZA
663 KING'S ROAD
QUARRY BAY HK

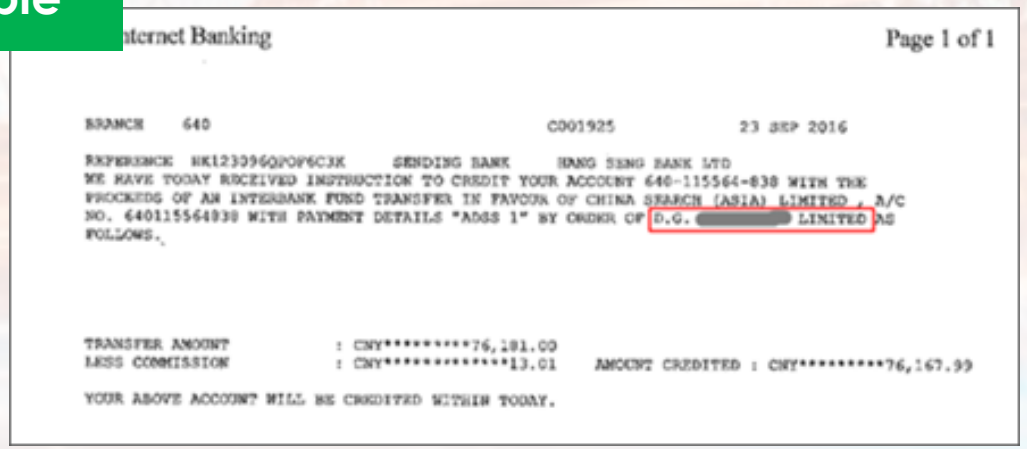
Number 戶口號碼 640-115564-838

Branch 分行 WAN CHAI CVC

Page 1 of 7

29 July 2016

Sample


Internet Banking

Page 1 of 1

BRANCH 640 C001925 23 SEP 2016

REFERENCE HK123096QPOP6C3K SENDING BANK HANG SENG BANK LTD
WE HAVE TODAY RECEIVED INSTRUCTION TO CREDIT YOUR ACCOUNT 640-115564-838 WITH THE PROCEEDS OF AN INTERBANK FUND TRANSFER IN FAVOUR OF CHINA SEARCH (ASIA) LIMITED , A/C NO. 640115564838 WITH PAYMENT DETAILS "ADDS 1" BY ORDER OF D.G. [redacted] LIMITED AS FOLLOWS.

TRANSFER AMOUNT : CNY**********76,181.00
LESS COMMISSION : CNY**********13.01 AMOUNT CREDITED : CNY**********76,167.99

YOUR ABOVE ACCOUNT WILL BE CREDITED WITHIN TODAY.

Fees & Lead Time

Fees:

1. **Annual Account Administration Fee** – **RMB1,500** and Baidu reserves right to adjust without prior notice and this sum will be collected together with your first slot of advertising budget.
2. **Account Verification Fee** – **RMB600**. This is FREE in first year after account is successfully created and will be collected from 2nd year onwards at account backend system.

Lead Time:

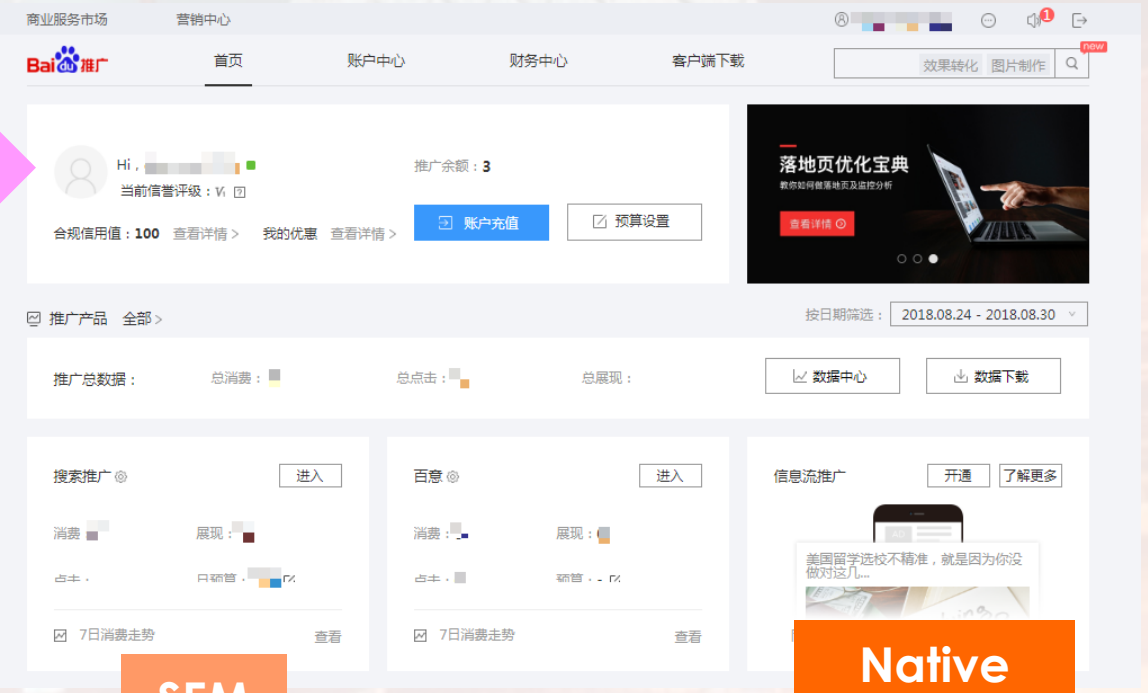
Non-sensitive industries : ave. **5-7 working days**
Sensitive industries : at least 1-2 months or up (such as investment & health)

Note:

1. Industries like banking and finance, travel agencies, airlines, health will need to provide additional documents such as finance license, IATA cert, etc.
2. Some industries are banned to apply : gambling, medical, cryptocurrencies, ICO, etc.
3. Baidu legal and censorship team may request for additional documents and website amendment if necessary.
4. Baidu policy may change without prior notice.

Account Set Up Application @ Baidu





A set of Login ID & Password will be provided once account is opened & activated successfully

SEM

Native Display


Bai du 百度
International
Advertising Unit
THANK YOU