

The advertisement is for 'Zhongyin Jixiang Jin' (中银吉祥金), a gold product from the Bank of China. The top left features the Bank of China logo and name in Chinese and English. The top right has the word '广告' (Advertisement). The main title '中银吉祥金' is in large, stylized red characters. Below it, the slogan '汇聚“金”典 智慧之选' (Gathering 'Golden' Classics, A Wise Choice) is in white on a red background. A red banner below the slogan says '投资 馈赠 传承' (Investment, Gift, Inheritance). The central image shows three gold bars with intricate designs, set against a background of stylized mountains and a river. The bottom section lists the price and risk information: '中银吉祥金价格随黄金市场波动 市场有风险 投资须谨慎' (Zhongyin Jixiang Jin price fluctuates with the gold market, market has risks, investment requires caution). The bottom right lists the contact information for the Shanghai branch, including the address, phone numbers, and website.