//Set the unit to cm

axPageLayoutControl3.PageLayout.Page.Units = esriUnits.esriCentimeters;

IGraphicsContainer graphicsContainer = axPageLayoutControl3.PageLayout as IGraphicsContainer;

 //Get the frame

IMapFrame mf = graphicsContainer.FindFrame(axPageLayoutControl3.ActiveView.FocusMap) as IMapFrame;

 //Set the frame range

IEnvelope en1 = new EnvelopeClass();

en1.PutCoords(0,0,10,10);

IElement ele = mf as IElement;

ele.Geometry = en1;

ITextElement pTextElement = new TextElementClass();

 pTextElement.Text = "National Bureau of Surveying, Mapping and Geographic Information";

ITextSymbol pTextSymbol = new TextSymbolClass();

IRgbColor redColor = new RgbColorClass();

redColor.Red = 0;

redColor.Green = 0;

redColor.Blue = 0;

redColor.UseWindowsDithering = true;

pTextSymbol.Color = redColor as IColor;

pTextSymbol.Size = 32;

pTextElement.Symbol = pTextSymbol;

 //Font size to centimeter conversion, the width of a word=size/72.0\*2.54

 //Description:

 //Font size 1 is approximately equal to 1/72 inch, 1 inch = 2.54 cm

IPoint pt = new PointClass();

pt.X = 3;

pt.Y = 10;

pt.X = pt.X + pTextElement.Text.Length \* (32 / 72.0 \* 2.54)/2;

pt.Y = pt.Y;// - 32 / 72.0 \* 2.54/2;

IElement element = (IElement)pTextElement;

element.Geometry = pt;axPageLayoutControl3.ActiveView.GraphicsContainer.AddElement((IElement)pTextElement, 0);

axPageLayoutControl3.ActiveView.Refresh();

axPageLayoutControl3.Refresh();