

## The Standard Digital Advertising Rate Card 2024

**Effective date: 1 January 2024**  
(subject to change without prior notice)

Platform	Ad Type	Size (W x H) / Format	Net Rate (HKD)	Format
<b>Desktop Banner (www.thestandard.com.hk)</b> <i>^synchronized with mobile Web &amp; App</i>	Leaderboard	728 x 90 pixels	\$12,000 / week	<ol style="list-style-type: none"> <li>1. Recommended Image Resolution: at least 72 dpi</li> <li>2. Banner Ad file size: less than 1 MB</li> <li>3. Acceptable file format: JPEG, PNG, GIF</li> <li>4. One banner per one landing page</li> </ol>
	Large Rectangle^	300 x 250 pixels	\$16,000 / week	
	Full Banner	728 x 90 pixels	\$9,000 / week	
	Mini Banner	300 x 100 pixels	\$5,000 / week	
<b>Mobile Web Banner (www.thestandard.com.hk)</b>	Mobile Web Banner	320 x 50 pixels	\$9,000 / week	
<b>Desktop &amp; Mobile Web (www.thestandard.com.hk)</b>	Advertorial (also available on Mobile App)	Media Cost	\$28,000 / article	<ol style="list-style-type: none"> <li>1. A maximum of 3 photos per order</li> <li>2. Acceptable photo format: JPEG, PNG</li> <li>3. Photo size: less than 5 MB</li> <li>4. Photo Style: Only photos in horizontal are supported</li> <li>5. Word limitation for each photo caption is 250 characters</li> </ol>
		Write Up Cost	\$7,000 / article	
	Videospot (The Standard Channel)	MP4	\$18,000 / week	
<b>Mobile App (Text Version) Pop Up Ad (IOS &amp; Android)</b>	Portrait	320 x 480 pixels	\$20,000 / week	(Same as Desktop Banner)
<b>Mobile App (Flip Version) Pop Up Ad (IOS &amp; Android)</b>	Landscape	1,024 x 768 pixels	\$20,000 / week	<ol style="list-style-type: none"> <li>1. Recommended Image Resolution: at least 72 dpi</li> <li>2. Banner Ad file size: less than 1 MB</li> <li>3. Acceptable file format: JPEG, PNG</li> <li>4. One banner set per one landing page</li> <li>5. SOV 100% per order</li> </ol>
	Portrait	768 x 1,024 pixels		
<b>Facebook</b>	News Feed	Square Image: 1,200 x 1,200 pixels	\$20,000 / post (NOT incl. boosting)	<ol style="list-style-type: none"> <li>1. Acceptable file format for photos: JPG, PNG</li> <li>2. Acceptable file format for videos: MOV, MP4</li> <li>3. Boost post will cost 15% handling charge</li> </ol>
		Rectangle Image: 1500 x 1000 pixels / 720 x 960 pixels		
	Link Post	Thumbnail Image: 1,200 x 628 pixels + URL		
	Video Post	Less than 1 min is preferred	\$22,000 / post (Not incl. boosting & video production)	
	Content Write Up		\$6,000 / post	
	Facebook Live	45-min Chit-Chat Session	\$48,000 / Live	<ol style="list-style-type: none"> <li>1. Video shooting included</li> <li>2. Artwork design included (not for clients' project materials)</li> <li>3. 3 issues of print ad promotion</li> <li>4. 1 issue of EDM promotion</li> <li>5. 1 issue of post event print ad coverage</li> </ol>
<b>eDM</b>	Standalone eDM	800 x 1,000 pixels	\$15,000 / job	<ol style="list-style-type: none"> <li>1. Acceptable file format: HTML, JPG</li> <li>2. Subject line for the order is required</li> <li>3. One landing page per order</li> </ol>



#### **Booking Details**

##### *1. Banners & Videospot*

- \* Booking Deadline: at least 4 working days prior to the ad posting date
- \* Materials Deadline: at least 2 working days prior to the ad posting date
- \* For Pop up Banner, booking order is confirmed on first-come-first-served basis, please check the availability before placing orders.

##### *2. Facebook*

- \* Booking Deadline: at least 4 working days prior to the ad posting date
- \* Materials Deadline: at least 2 working days prior to the ad posting date
- \* The Standard reserves all copyright of own-produced content.
- \* For details fo FB Live, please contact Advertising Department.

##### *3. Online Advertorial*

- \* Booking Deadline: at least 7 working days prior to the ad posting date
- \* Materials Deadline: at least 5 working days prior to the ad posting date