

**Contact Information**

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**The Standard Digital Advertising Rate Card 2019**

Effective date: 1 January 2019

(subject to change without prior notice)

Platform	Ad Type	Size (W x H) / Format	Net Rate HKD	Format
<b>Desktop Banner</b> (www.thestandard.com.hk) <i>*synchronized with mobile</i>	Leaderboard	728 x 90 pixels	HKD\$12,000 / week	1. Recommended Image Resolution: at least 72 dpi 2. Banner Ad file size: less than 1 MB 3. Acceptable file format: JPEG, PNG, GIF 4. One banner per one landing page
	Large Rectangle*	300 x 250 pixels	HKD\$14,000 / week	
	Full Banner	728 x 90 pixels	HKD\$10,000 / week	
	Standard Banner (Flipping Page)	468 x 60 pixels	HKD\$6,000 / week	
	Mini Banner*	300 x 100 pixels	HKD\$5,000 / week	
<b>Mobile Web Banner</b> (www.thestandard.com.hk)	Mobile Web Banner	320 x 50 pixels	HKD\$8,000 / week	
<b>Desktop &amp; Mobile Web</b> (www.thestandard.com.hk)	Advertorial	Include write up	HKD\$18,000 / article	1. A maximum of 3 photos per order 2. Acceptable photo format: JPEG, PNG 3. Photo size: less than 5 MB 4. Photo Style: Only photos in horizontal are supported 5. Word limitation for each photo caption is 250 characters
		Exclude photo shoot		
	Videospot (TS Channel)	MP4	HKD\$16,000 / week	
<b>App Pop up Ad (IOS &amp; Android)</b>	Front Poster	320 x 480 pixels	HKD\$15,000 / week	(Same as Desktop Banner)
<b>App (Flipping Version)</b> <b>Pop Up Ad (IOS &amp; Android)</b>	Landscape	1,024 x 768 pixels	HKD\$15,000 / week	1. Recommended Image Resolution: at least 72 dpi 2. Banner Ad file size: less than 1 MB 3. Acceptable file format: JPEG, PNG 4. Horizontal & Portrait Pop Up Banner are bundled 5. One banner set per one landing page 6. SOV 100% per order
	Portrait	768 x 1,024 pixels		
<b>Facebook</b>	News Feed	Square Image: 1,200 x 1,200 pixels	HKD\$18,000 / post (NOT incl. boosting)	1. Acceptable file format for photos: JPG, PNG 2. Acceptable file format for videos: MOV, MP4 3. Boost post will cost 15% handling charge
		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	HKD\$22,000 / post (Not incl. boosting & video production)	
	Content write up		HKD\$8,000 / post	
<b>eDM</b>	Standalone eDM	550 or 800 x 1,000 pixels	HKD\$8,000 / job	1. Acceptable file format: HTML, JPG 2. Subject line for the order is required 3. One landing page per order



## **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.

### *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

### *4. Others*

- \* Traffic statistics are available after the campaigns