

ONLINE ADVERTISING RATE CARD 2022

Format	Duration	Size	SOV	Price HK\$
Large Rectangle	1 Month	300x250	30%	9,000
Leaderboard	1 Month	Desktop: 728x90 Mobile: 320x50	30%	9,000
Half Page Banner	1 Month	300x600	30%	13,000
Large Mobile Banner	1 Month	320x100	30%	13,000
Native Ad	1 Month	Image:750x750 Title max.30 Chinese / 60 English Characters	30%	9,000
Sticky Ad	1 Month	Desktop: Image:964x70 or Title max.30 Chinese / 60 English Characters Image:750x750 Title max.30 Chinese / 60 English Characters	30%	20,000
Interscroller	1 Month	Desktop: 1600x800 Mobile: 640x960	30%	26,000
Billboard	1 Month	Desktop: 1440x250 Mobile: 320x100	50%	9,000