

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)	Net Rate HKD	Format	
Desktop Banner (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*	300x 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		
Mobile Web Banner (www.thestandard.com.hk)	Mobile Web Banner	320 x 50 pixels	HKD\$8,000 / week		
Desktop & Mobile Web (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			
App Pop up Ad (IOS & Android)	Front Poster	320 x 480 pixels	HKD\$15,000 / week		(Same as Desktop Banner)
App (Flipping Version) Pop Up Ad (IOS & Android)	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			
Facebook	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			
	Content write up		HKD\$8,000 / post		
eDM	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

- * 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