



The Standard, Hong Kong's premier free English daily, comprehensively covers a lively mix of local, business, financial, China, international and sports news, as well as entertainment and lifestyle features everyday.

www.thestandard.com.hk



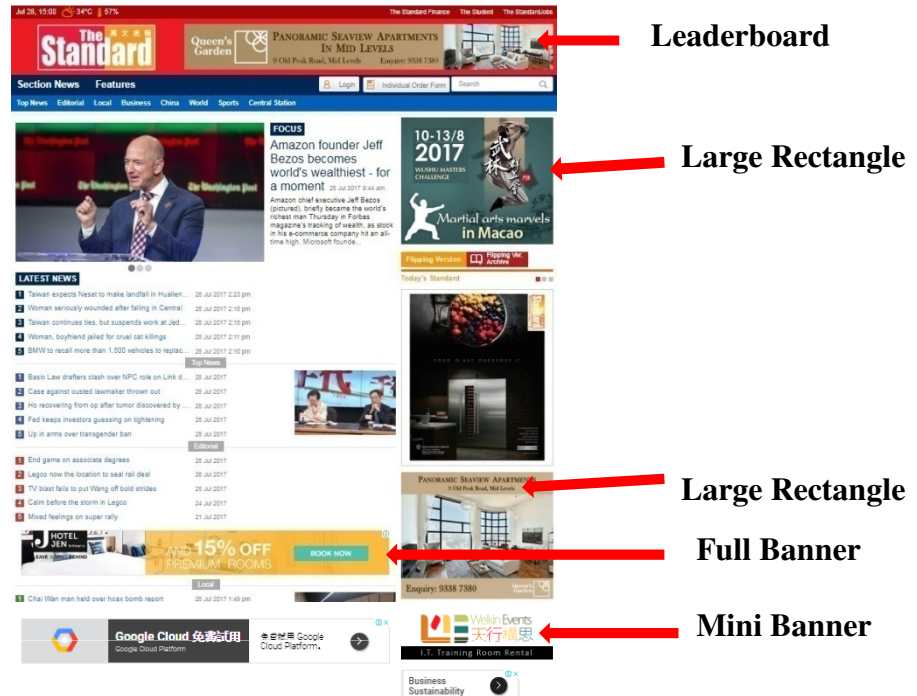
Highly reputable local news website with 1,492,138 page views per month* and 307,645 unique browser per month*.

Remarks

- Booking Deadline: 4 working days prior to the ad posting date
- Recommended Image Resolution: at least 72 dpi
- Banner Ad file size : less than 1 MB
- Acceptable file format: JPEG, GIF.

Ad Type	Size	(HK Dollars / Week)
Leaderboard	728 pixels x 90 pixels	\$12,000
Large Rectangle	300 pixels x 250 pixels	\$14,000
Full Banner	728 pixels x 90 pixels	\$10,000
Standard Banner (Flipping page)	468 pixels x 60 pixels	\$8,000
Mini Banner	300 pixels x 100 pixels	\$6,000
Advertorial	Include write up exclude photo shoot	\$18,000
Mobile Web Banner	320 pixels x 50 pixels	\$8,000

Online Advertising Rate Card



Standard Banner (Flipping page)

<http://paper.thestandard.com.hk/>



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*Source: Adobe Dax (Sept 2018)