

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 over 1,018,970 page views per month

Remarks

- Booking Deadline: 2 working days prior to the ad posting date
- Recommended Image Resolution: at least 72 dpi
- Acceptable file format: JPEG, GIF, animated GIF format, SWF macro media flash

Online Advertising Rate Card



Leaderboard

Large Rectangle

Standard Banner

Mini Banner

Standard Banner (Flipping page)

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



| Ad Type | Size | (HK Dollars / Week) |
|---|-------------------------|---------------------|
| Leaderboard | 728 pixels x 90 pixels | \$12,000 |
| Large Rectangle | 300 pixels x 250 pixels | \$14,000 |
| Standard Banner (Homepage + Run of site) | 468 pixels x 60 pixels | \$8,000 |
| Standard Banner (Flipping page) | 468 pixels x 60 pixels | \$7,000 |
| Mini Banner | 300 pixels x 100 pixels | \$9,000 |

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