

**Contact Information**

Hotline: (852) 3181 3311  
 Fax: (852) 2758 3579  
 E-mail: advertise@thestandard.com.hk

**The Standard Digital Advertising Rate Card 2021**

**Effective date: 1 January 2021**  
 (subject to change without prior notice)

Platform	Ad Type	Size (W x H) / Format	Net Rate HKD	Format
Desktop Banner (www.thestandard.com.hk) ^synchronized with mobile Web & App	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\$8,000 / 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 (also available for Mobile App)	Include write up	HKD\$20,000 / 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 interview and photo shoot		
	Videospot (TS Channel)	MP4	HKD\$16,000 / week	
Mobile App (Text Version) Pop Up Ad (IOS & Android)	Portrait	320 x 480 pixels	HKD\$15,000 / week	(Same as Desktop Banner)
Mobile App (Flip 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. One banner set per one landing page 5. 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 is preferred	HKD\$22,000 / post (Not incl. boosting & video production)	
	Content write up		HKD\$8,000 / post	
Facebook Live	45-min Chit-Chat Session	HKD\$45,000 / Live	1. Video shooting included 2. Artwork design included (not for clients' project materials) 3. 3 issues of print ad promotion 4. 1 issue of EDM promotion 5. 1 issue of post event print ad coverage	
eDM	Standalone eDM	800 x 1,000 pixels	HKD\$12,000 / 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.
- \* For details fo FB Live, please contact Advertising Department.

##### *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