

## Online Advertising Rate Card 網上廣告價目表2024

Website 網頁

Effective: 1<sup>st</sup> January 2024

Platform 平台	Section 版位	Ad Format 廣告格式	Device 裝置		Dimension 尺寸 (WxH)	Gross Rate 價目 (HK\$)
			Mobile	Desktop		
HKET TOPick Property Station (地產站) iMONEY (智富)	Homepage & ROS	Welcome Ad/ Splash Ad	✓	✓	Mobile: 480x720 Desktop: 800x450	1,100/CPM
		Wide Skyscraper		✓	160x600 & 160x600	930/CPM
		Skyscraper		✓	120x600 & 120x600	840/CPM
		Billboard		✓	970x160	1,000/CPM
		Super Leaderboard		✓	970x90	970/CPM
		Leaderboard		✓	728x90	530/CPM
		Medium Rectangle	✓	✓	300x250	640/CPM
		Banner Slider	✓	✓	320x180	Banner: 700/CPM Video: 750/CPM
		In-Banner Video	✓	✓	300x250	870/CPM
		Half-page		✓	300x600	700/CPM
	Standard Ad Floater (Baselayer)		✓	300x250 & 800x450	900/CPM	
	Expander		✓	728x90 & 970x160	530/CPM	
	3D Cube Banner	✓	✓	300x250	660/CPM	
Inside Article Page	Interscroller / Flying Carpet	✓		480x720	1,080/CPM	
ROS	Pre-roll Ad	✓	✓	16:9 video	1,080/CPM	

Mobile App 手機應用程式

Platform 平台	Section 版位	Ad Format 廣告格式	Dimension 尺寸 (WxH)	Gross Rate 價目 (HK\$)	
HKET Text App 文字版 HKET Flip App 電子報	First Screen	Welcome Ad/ Splash Ad	360x640; 720x1280; For tablet version: 768x1024	1,100/CPM	
	Homepage & ROS	Section Front	Section Splash Ad	320x480; 640x960	1,100/CPM
		Medium Rectangle	300x250; 600x500	640/CPM	
		Mobile Leaderboard	320x50; 640x100; For HKET Flip App-tablet version: 728x90	530/CPM	
HKET Text App 文字版	Homepage & ROS	Mobile Billboard	320x100; 640x200	1,000/CPM	
	ROS	Pre-roll Ad	Aspect ratio: 16:9 (landscape)	1,080/CPM	

Native Ad 贊助文章

Platform 平台	Ad Format 廣告格式	Gross Rate 價目 (HK\$)
HKET, TOPick, Property Station (地產站), iMONEY (智富)	HTML Sponsored Article 贊助文章	94,500 / Time

eDM 電郵推廣

Database 資料庫	Ad Format 廣告格式	Spec 尺寸	Gross Rate 價目 (HK\$)
HKET, TOPick, Property Station (地產站), iMONEY (智富)	Standalone eDM	Max. 650 width	8.5/ Data

Social Media 社交媒體

Platform 平台	Ad Format 廣告格式	Gross Rate 價目 (HK\$)	
HKET TOPick Property Station (地產站) iMONEY (智富)	Facebook	Image/ Link/ Video/ Video Link/ Carousel Post	63,000 / Feed
		Facebook Boosting Handling Fee	30% of Total Boosting Budget
	Instagram	Image/ Link/ Video/ Video Link/ Carousel Post	44,000 / Feed
		Instagram Boosting Handling Fee	30% of Total Boosting Budget

Advertising Hotline 廣告查詢

(852) 2880 2888

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### Remarks

- Effective from 1<sup>st</sup> January 2024
- Ad productions are not included. Separate quotation to be provided upon request.
- The above rate does not include agency commission.
- Booking deadline: 10 working days prior to campaign launch.
- Material deadline: 5 working days prior to campaign launch.
- Editorial approval is required for all social media ad placements.
- All cancellation of order results in a cancellation fee: a fee equivalent to 50% of the advertising rate will be charged for those cancelled booking 3 days prior to the launch date; a fee equivalent to 100% of the advertising rate will be charged for those cancelled booking on the launch date.