

Online Advertising Rate Card 廣告價目表 2021

Effective : 1 January 2021

Website 網頁

Platform 平台	Section 版位		Ad Format 廣告格式	Dimension 尺寸 (WxH)	Gross Rate 價目 (HK\$)
HKET, TOPick, Property Station (地產站)	Homepage & ROS	Desktop only	Wide Skyscraper	160x600 & 160x600	800/CPM
			Skyscraper	120x600 & 120x600	720/CPM
			Billboard	990x200	940/CPM
			Super Leaderboard	970x90 or 970x160	830/CPM
			Half-page	300x600	600/CPM
			Leaderboard	728x90	460/CPM
			Welcome Ad	800x450	950/CPM
			Standard Ad Floater (Baselayer)	300x250 & 800x450	780/CPM
			Expander	720x90	450/CPM
	Desktop & mobile	Medium Rectangle	300x250	550/CPM	
		In-Banner YouTube Video	300x250	720/CPM	
		In-Banner Video	300x250	750/CPM	
		Banner Slider	320x180	Banner: 600/CPM Video: 650/CPM	
		3D Cube Banner	300x250	580/CPM	
	Mobile only	Mobile Billboard	320x100	550/CPM	
Welcome Ad		480x720	950/CPM		
Interscroller / Flying Carpet		640x960	930/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	320x480 ; 640x960 ; 768x1024 (for tablet)	960/CPM
HKET Text App 文字版 HKET Flip App 電子報 Property Station (地產站)	Homepage & ROS	Mobile Rectangle	300x250 ; 600x500	600/CPM
		Mobile Leaderboard	320x50 ; 640x100 ; 728x90 (HKET Flip App)	480/CPM
HKET Text App 文字版 Property Station (地產站)	Homepage & ROS	Mobile Billboard	320x100 ; 640x200	550/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)	HTML Sponsored Article	80,000 / 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.com, TOPick	Standalone eDM	Max. 650 width	7.3 / Data

Social Media 社交媒體

Platform 平台	Ad Format 廣告格式	Gross Rate 價目 (HK\$)
Facebook - HKET, TOPick, Property Station (地產站)	Image / Link / Video / Video Link / Carousel / Share Post	53,000 / Feed
	Live Streaming	53,000 / Feed
	Facebook Boosting handling fee	30% of total advert budget
Instagram - HKET, TOPick, Property Station (地產站)	Image / Video	37,000 / Feed
	Instagram Boosting handling fee	30% of total advert budget

Remarks:

- Effective from 1 January 2021
- 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 the launch date ; a fee equivalent to 100% of the advertising rate will be charged for those cancelled booking on the launch date.