

# Online Advertising Rate Card 網上廣告價目表2022

Website 網頁

Effective : 1<sup>st</sup> October 2022

Platform 平台	Section 版位	Ad Format 廣告格式	Dimension 尺寸 (WxH)	Gross Rate 價目 (HK\$)
HKET, TOPick, 地產站, iMoney智富	Homepage & ROS	Wide Skyscraper	160x600 & 160x600	840/CPM
		Skyscraper	120x600 & 120x600	760/CPM
		Billboard	990x200	900/CPM
		Super Leaderboard	970x90 or 970x160	870/CPM
		Half-page	300x600	630/CPM
		Leaderboard	728x90	480/CPM
		Welcome Ad	800x450	1,000/CPM
		Standard Ad Floater (Baselayer)	300x250 & 800x450	820/CPM
		Expander	720x90	480/CPM
	Desktop & Mobile	Medium Rectangle	300x250	580/CPM
		In-Banner YouTube Video	300x250	750/CPM
		In-Banner Video	300x250	790/CPM
		Banner Slider	320x180	Banner: 630/CPM Video: 680/CPM
		3D Cube Banner	300x250	600/CPM
	Mobile only	Mobile Billboard	320x100	580/CPM
Welcome Ad		480x720	1,000 /CPM	
Interscroller / Flying Carpet		640x960	980/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)	1,000/CPM
HKET Text App 文字版 HKET Flip App 電子報	Homepage & ROS	Mobile Rectangle	300x250 ; 600x500	630/CPM
		Mobile Leaderboard	320x50 ; 640x100; 728x90 (HKET Flip App)	500/CPM
HKET Text App 文字版	Homepage & ROS	Mobile Billboard	320x100 ; 640x200	580/CPM

Native Ad 贊助文章

Platform 平台	Ad Format 廣告格式	Gross Rate 價目 (HK\$)
HKET, TOPick, 地產站, iMoney智富	HTML Sponsored Article	85,000 / 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, TOPick, 地產站, iMoney智富	Standalone eDM	Max. 650 width	7.7 / Data

Social Media 社交媒體

Platform 平台	Ad Format 廣告格式	Gross Rate 價目 (HK\$)
Facebook HKET, TOPick, 地產站, iMoney智富	Image / Link / Video / Video Link / Carousel / Share Post	56,000 / Feed
	Live Streaming	56,000 / Feed
	Facebook Boosting handling fee	30% of Total Advert Budget
Instagram HKET, TOPick, 地產站	Image / Video	39,000 / Feed
	Instagram Boosting handling fee	30% of Total Advert Budget

Advertising Hotline 廣告查詢

(852) 2880 2888

Email 電郵

advertising@hket.com

Fax 傳真

(852) 2565 0547

## Remarks

- Effective from 1 October 2022
- 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.