



Apple Daily Digital Platforms Advertising Rate Card (update 1 May 2018)

Website						
appledaily.com.hk (Rates Based on Per Section or Page Selected)						
Page Name	Ad Type	Dimension (W x H)	Max Expansion	File Size	Gross Rate HK\$	Unit
Apple Daily Homepage	Head Banner	970x90	n/a	<150KB	\$341	Per 1,000 Imp.
	Super Head Banner	970x160	n/a	<200KB	\$362	Per 1,000 Imp.
	Billboard	970x250	n/a	Banner <220KB; Video <3MB	\$710	Per 1,000 Imp.
	Moving Panel Module Ad (MPM)*	640 x 410 & 640 x 480	n/a	<80KB	\$118,000	Per Day Fixed
	1st Large Rectangle	300x250	n/a	Banner <150KB; Video <3MB	\$331	Per 1,000 Imp.
	2nd Large Rectangle	300x250	n/a	Banner <150KB; Video <3MB	\$171	Per 1,000 Imp.
	Big Large Rectangle	300x430	n/a	Banner <200KB; Video <3MB	\$671	Per 1,000 Imp.
	Half Page Ad	300x600	n/a	<220KB	\$710	Per 1,000 Imp.
	Skyscraper	120x600	n/a	<150KB	\$362	Per 1,000 Imp.
	Textlink	<15 Chi Characters	n/a	n/a	\$64	Per 1,000 Imp.
	Crazy Ad landing to LREC- HTML5	Initial banner 300x250/430, 970x90/160/250 Expanded Panel 970x500	970x500	Initial banner <100KB Expanded Panel <150KB	\$231,000	20% SOV per 5 days
	Skinner Ad - HTML5	Left/right panel: 220x1050 Head panel: 1000 x 90/160/250	n/a	Left/right panel <100KB Head panel <100KB	\$231,000	20% SOV per 5 days
	Homepage Takeover - HTML5	Big LREC 300x430 Skinner 1440x1050 Left/right panel 220x1050 Head panel 1000x90/160/250	970x500	Big LREC <100KB Expanded Panel <100KB Skinner: Left/right panel <100KB Head panel <100KB	\$781,000	20% SOV per 5 days
	Lighbox - HTML5	1280x720 Max. duration: 8 sec.	n/a	<100KB	\$560,000	20% SOV per 5 days
Other Sections Homepage	Head Banner	970x90	n/a	<150KB	\$247	Per 1,000 Imp.
	Super Head Banner	970x160	n/a	<200KB	\$263	Per 1,000 Imp.
	Billboard	970x250	n/a	Banner <220KB Video <3MB	\$522	Per 1,000 Imp.
	Moving Panel Module Ad (MPM)	640 x 410 & 640 x 480	n/a	<80KB	\$45,000	Per Day Fixed
	1st Large Rectangle	300x250	n/a	<150KB	\$239	Per 1,000 Imp.
	2nd Large Rectangle	300x250	n/a	<150KB	\$172	Per 1,000 Imp.
	Big Large Rectangle	300x430	n/a	<200KB	\$468	Per 1,000 Imp.
	Half Page Ad	300x600	n/a	<220KB	\$522	Per 1,000 Imp.
	Skyscraper	120x600	n/a	<150KB	\$263	Per 1,000 Imp.
	Textlink	<15 Chi Characters	n/a	n/a	\$64	Per 1,000 Imp.
	Crazy Ad landing to LREC- HTML5	Initial banner 300x250/430, 970x90/160/250	970x500	Initial banner <100KB Expanded Panel <150KB	\$151,000	20% SOV per 5 days
	Skinner Ad - HTML5	Left/right panel: 220x1050 Head panel: 1000 x 90/160/250	n/a	Left/right panel <100KB Head panel <100KB	\$151,000	20% SOV per 5 days
	Homepage Takeover - HTML5	Big LREC 300x430 Skinner 1440x1050 Left/right panel 220x1050 Head panel 1000x90/160/250	970x500	Big LREC <100KB Expanded Panel <100KB Skinner: Left/right panel <100KB Head panel <100KB	\$523,000	20% SOV per 5 days
	Action News Channel	Head Banner	970x90	n/a	<150KB	\$241
Super Head Banner		970x160	n/a	<200KB	\$239	Per 1,000 Imp.
Billboard		970x250	n/a	Banner <220KB; Video <3MB	\$522	Per 1,000 Imp.
1st Large Rectangle		300x250	n/a	Banner <150KB; Video <3MB	\$234	Per 1,000 Imp.
2nd Large Rectangle		300x250	n/a	Banner <150KB; Video <3MB	\$130	Per 1,000 Imp.
Big Large Rectangle		300x430	n/a	Banner <200KB; Video <3MB	\$548	Per 1,000 Imp.
Half Page Ad		300x600	n/a	<220KB	\$522	Per 1,000 Imp.
Skyscraper		120x600	n/a	<150KB	\$239	Per 1,000 Imp.
Pre-roll TVC		640x360	n/a	<3MB	\$407	Per 1,000 Imp.
Instream TVC		640x360	n/a	<3MB	\$407	Per 1,000 Imp.
Video Wall (Position 4)		Thumbnail banner: 160x90 Video: 640x360	n/a	Thumbnail banner <20KB Video <3MB	\$68,000	SOV 100%
Video Wall (Position 8)		Thumbnail banner: 160x90 Video: 640x360	n/a	Thumbnail banner <20KB Video <3MB	\$28,000	SOV 100%
End Tag Billboard (max. 8 Secs)		720x405	n/a	n/a	\$136,000	Per Day Per Section



Website						
Page Name	Ad Type	Dimension (W x H)	Max Expansion	File Size	Gross Rate HK\$	Unit
Run of Article	Head Banner	970x90	n/a	<150KB	\$241	Per 1,000 Imp.
	Super Head Banner	970x160	n/a	<200KB	\$239	Per 1,000 Imp.
	Billboard	970x250	n/a	Initial Banner <220KB Video <3MB	\$522	Per 1,000 Imp.
	1st Large Rectangle	300x250	n/a	Banner <150KB; Video <3MB	\$234	Per 1,000 Imp.
	2nd Large Rectangle	300x250	n/a	Banner <150KB; Video <3MB	\$130	Per 1,000 Imp.
	Big Large Rectangle	300x430	n/a	Banner <200KB; Video <3MB	\$548	Per 1,000 Imp.
	Half Page Ad	300x600	n/a	<220KB	\$522	Per 1,000 Imp.
	Skyscraper	120x600	n/a	<150KB	\$239	Per 1,000 Imp.
	Textlink	n/a	n/a	n/a	\$47	Per 1,000 Imp.
	mRead Ad	Max. 1920x1080 Min. 640x360	n/a	<10MB	\$903	Per 1,000 Imp.
InSkin Ad	Frame Size: 640x448	n/a	<80KB	\$903	Per 1,000 Imp.	

Remarks:

1. Video format available for Billboard, Large Rectangle and Big Large Rectangle. 30% loading applies to standard rate.
2. Expandable / Reverse Expandable in HTML5 format available for Head Banner, Super Head Banner, Billboard, Large Rectangle and Big Large Rectangle. 30% loading applies to standard rate.
3. Lightbox format not available at Appertainment Section

Mobile

Apple Daily Mobile Site						
Ad Format	Dimension (W x H)	File Size	Gross Rate HK\$	Unit		
Inter-scroller	320 x 360	<150KB	HK\$138,000.00 / 1 day	50%		
LREC	320 x 250	<150KB	HK\$184,000.00 / 4 days	2,000,000 imp		
Fade In/Out Banner	320 x 80 & 320 x 100	<100KB	HK\$92,000.00 / 4 days	1,000,000 imp		
Apple Daily App (iphone / Android)						
Ad Format	Dimension (W x H)	File Size	Gross Rate HK\$	Unit		
Video Interstitial Ad (with gender targeting)	iPhone 320x460 & 320x548 Android 320x460	MP4 / <3MB	HK\$5.52 per view	Per Day Fixed		
Index Splash Ad	Standard - iPhone 640x920 & 640x1096, Android 640x920	<200KB	HK\$165,600 / 1 day	200,000 imp		
Section Splash Ad	Standard - iPhone 640x920 & 640x1096, Android 640x920	<200KB	HK\$230,000 / 4 days	1,000,000 imp		
HTML5 Splash Ad	iPhone 320x460 & 320x548, Android 320x460		Loading Fee : 30% of listed Splash Ad Rate (Index & Section)			
Inline Video on Splash Ad	iPhone - 320 x 460 & 320 x 548, Android - 320 x 460	JPG / <150KB ; MP4 / <3MB	Loading Fee : 30% of listed Splash Ad Rate			
Expandable Fade in/out Banner <i>(Real Time News AND Most Hit in Home Screen) (Run of Article)</i>	Retracted 320 x 100, Expanded 320 x 360	Expanded banner <150KB Standard banner <100KB	HK\$151,800 / 1 day	SOV 50%		
AD 1 Real Time News Full Page Fixed Banner <i>(Real Time News Local + All OR Real Time News Entertainment + Lifestyle OR Real Time News Breaking News + Sports OR Real Time News China + Intl + Finance) (Run of Selected Section Homepage)</i>	320 x 360	<150KB	HK\$151,800 / 4 days	SOV 100%		
AD 1 Today Full Page Fixed Banner <i>(Today Local OR Today Entertainment + Apple Seed OR Today China + Intl + Finance) (Run of Selected Section Homepage)</i>	320 x 360	<150KB	HK\$151,800 / 4 days	SOV 50%		
AD 2+3+4 Full Page Fixed Banner	320 x 360	<150KB	HK\$151,800 / 4 days	SOV 25%		
AD 1 Today Full Page Fixed Banner <i>(Today Local OR Today Entertainment + Apple Seed OR Today China + Intl + Finance) (Run of Selected Section Homepage)</i>	320 x 360	<150KB	HK\$151,800 / 4 days	SOV 100%		
AD 2+3+4 Full Page Fixed Banner	320 x 360	<150KB	HK\$151,800 / 4 days	SOV 50%		
AD 2+3+4 Full Page Fixed Banner	320 x 360	<150KB	HK\$151,800 / 4 days	2,000,000 imp		
Inline Fixed Banner <i>(Run of Section Homepage)</i>	320 x 180	MP4 / <3MB	Loading Fee: 30% of Full Page Fixed Banner Rate			
Fade In/Out Banner <i>(Run of Article)</i>	320 x 100	<100KB	HK\$184,000 / 4 days	3,000,000 imp		
AD 1 Large advertorial Banner	320 x 360	<100KB	HK\$276,000 / 4 days	1,500,000 imp		
AD 2+3+4 Large Advertorial Banner	320 x 360	<100KB	HK\$184,000 / 4 days	2,000,000 imp		
Flip Ad <i>(Run of Article)</i>	iPhone 320 x 372 & 320 x 460 Android 320 x 360	<150KB	HK\$115,000 / 7 days	750,000 imp		
Pre-roll & Article Pre-roll TVC <i>(Action News)</i>	640x360	<3MB	HK\$805	per 1,000 imp		
Video Wall (Position 3)	153x123 & 265x149 (Landscape) 160x90 & 140x110 (Portrait)	<3MB	HK\$128,800 / 2 day	SOV 100%		
			HK\$64,400 / 2 day	SOV 50%		
Video Wall (Position 7)	153x123 & 265x149 (Landscape) 160x90 & 140x110 (Portrait)	<3MB	HK\$92,000 / 2 day	SOV 100%		
			HK\$46,000 / 2 day	SOV 50%		



Apple Daily iPad App				
Ad Format	Dimension (W x H)	File Size	Gross Rate HK\$	Unit
Splash Ad	Standard 1536 x 2048 & 2048 x 1536 Rich Media 1024 x 768 & 768 x 1024	Standard <200KB Richmedia <300KB	HK\$86,250 / week	SOV 100%
Inline Video on Splash Ad	1024 x 768 & 768 x 1024	Banner <100KB Video <3MB	Loading Fee: 30% of Splash Ad Rate	
Big Cube Banner <i>(First listing page of 新聞介紹)</i>	615x442	<50KB	HK\$128,800 / day	Per Day Fixed
Head Banner + Big LREC <i>(List view of Multi-Channel (exclude sorting by "All") Section and 新聞簡介)</i>	Head Banner 1024 x 144 & 768 x 108 Big LREC 300 x 430	<50KB	HK\$257,600 / week	SOV 100%
Pre-Roll TVC & In-Stream TVC <i>(Action News Section)</i>	544 x 306	MP4 / <3MB	Tailor made package available	
Video Wall (Action News)	544 x 306	MP4 / <3MB	HK\$69,800 (Position 3)	
			HK\$46,000 (Position 7)	SOV 100%

Integrated

Apple Daily Website + App				
Ad Format	Dimension (W x H)	File Size	Nett Rate HK\$	Unit
AD 1 Full Page Fixed Banner + Big LREC	Full Page Fixed 320 x 360 + BLREC 300 x 430	Full Page Fixed <150KB + BLREC <200KB	\$60,000 / 4 days	1,500,000Imp (FPF) + 1,000,000 (BLREC)

Updated on 1 May 2018