



Apple Daily Digital Platforms Advertising Rate Card (Effective 1 Jan, 2016)

Website						
nextdigital.com.hk						
Page Name	Ad Type	Dimension (W x H)	Max Expansion	File Size	Gross Rate HK\$	Unit
nextmedia.com	Head Banner	970x90	n/a	<50KB	\$220	Per 1,000 Views
	Super Head Banner	970x160	n/a	<70KB	\$235	Per 1,000 Views
	Curtain Ad	970x90	970x200	Initial banner <40KB Extended banner <60KB	\$417	Per 1,000 Views
	Moving Panel Module Ad (MPM)	640 x 410 & 640 x 480	n/a	<80KB	\$40,300	Per Day Fixed
	1st Large Rectangle	300x250	n/a	<50KB	\$213	Per 1,000 Views
	2nd Large Rectangle	300x250	n/a	<50KB	\$154	Per 1,000 Views
	Expandable Large Rectangle	300x250	470x250	Initial banner <50KB Extended banner <60KB	\$271	Per 1,000 Views
	Video Large Rectangle	300x250	n/a	Initial banner <50KB Video <3MB	\$271	Per 1,000 Views
	Expandable Video Large Rectangle	300x250	470x250	Initial banner <50KB Extended banner <60KB Video <2MB	\$336	Per 1,000 Views
	Big Large Rectangle	300x430	n/a	<70KB	\$417	Per 1,000 Views
	Crazy Ad landing to 2nd LREC	Crazy Ad 970x500 LREC 300x250	n/a	Initial banner <40KB Crazy ad panel <150KB	\$130,110	Per Day Fixed
	Crazy Ad + Skinner + Head Banner + LREC	Crazy Ad 970x500; Skinner (left/right panel) 230x1050; LREC 300x250; Head Banner 970x90	n/a	Crazy Ad <100KB Skinner (left/right panel) <100KB LREC <40KB Head Banner <40KB	\$208,730	Per Day Fixed
	Billboard	970x250	n/a	Swf: <60KB / Video: <2MB	\$466	Per 1,000 Views
	Flash Link	300x45	n/a	<40KB	\$80	Per 1,000 Views
	Mini Banner	300x100	n/a	<40KB	\$106	Per 1,000 Views
	Page Collapse	Backup Image 300x250 Initial Banner 300x250 Expanded Panel 970x500 Additional Asset 02 Left 1440x1050 Additional Asset 03 Right 1440x1050 Video 640x360	n/a	Backup Image <40KB Initial Banner <40KB Expanded Panel <100KB Additional Asset 02 Left <100KB Additional Asset 03 Right <100KB Video <2MB	\$466,910	Per Day Fixed
Levitator	Backup Image 300x250 Initial Banner 300x250 Super Head Banner 970x160 Panel Levitator 1680x1280 Additional Asset 01 Home 1440x630 Additional Asset 02 Left 1440x1050 Additional Asset 03 Right 1440x1050	n/a	Backup Image <40KB Initial Banner <40KB Super Head Banner <60KB Panel Levitator <100KB Additional Asset 01 Home <100KB Additional Asset 02 Left <100KB Additional Asset 03 Right <100KB Video <2MB	\$466,910	Per Day Fixed	
Homepage Takeover	Crazy Ad 970x500 Skinner (left/right panel) 230x1050 LREC 300x250 Head Banner 970x90	n/a	Crazy Ad <100KB Skinner (left/right panel) <100KB LREC <40KB Head Banner <40KB	\$466,910	Per Day Fixed	
Sync Banner	Head Banner 970x90 LREC 300x250	n/a	Head Banner <50KB LREC <50KB	\$466,910	Per Day Fixed	

appledaily.com (HK) – Homepage

Page Name	Ad Type	Dimension (W x H)	Max Expansion	File Size	Gross Rate HK\$	Unit
Homepage	Moving Panel Module Ad (MPM)	640 x 410 & 640 x 480	n/a	<80KB	\$105,600	Per Day Fixed

appledaily.com (HK) – Action News (Rates Based on Per Channel or Page Selected)

Page Name	Ad Type	Dimension (W x H)	Max Expansion	File Size	Gross Rate HK\$	Unit
Run of Channel	Head Banner	970x90	n/a	<50KB	\$215	Per 1,000 Views
	Super Head Banner	970x160	n/a	<70KB	\$213	Per 1,000 Views
	1st Large Rectangle	300x250	n/a	<50KB	\$209	Per 1,000 Views
	2nd Large Rectangle	300x250	n/a	<50KB	\$116	Per 1,000 Views
	Video Large Rectangle	300x250	n/a	Initial banner <50KB Video <3MB	\$273	Per 1,000 Views
	Big Large Rectangle	300x430	n/a	<70KB	\$489	Per 1,000 Views
	Billboard	970x250	n/a	Swf: <60KB / Video: <2MB	\$466	Per 1,000 Views
	Skinner Ad (Animated) + Head Banner + LREC	Skinner (left/right panel) 230x1050 LREC 300x250 Head Banner 970x90	n/a	Skinner (left/right panel) <100KB LREC <40KB Head Banner <40KB	\$363,000	Per Day Fixed
	Instream TVC	640x360	n/a	<3MB	\$363	Per 1,000 Views
	Sync Banner	Head Banner 970x90 LREC 300x250	n/a	Head Banner <50KB LREC <50KB	\$593	Per 1,000 Views
	Video Takeover	1024x576	n/a	<8MB	\$193,600	Per Day Fixed
	Video Wall (Position 4)	Thumbnail banner: 160x90 Video: 640x360	n/a	Thumbnail banner <20KB Video <3MB	\$121,000	100%
	End Tag Billboard (max. 8 Secs)	720x405	n/a	n/a	\$121,000	Per Day Per Section

Website

appledaily.com (HK) - Local News (Rates Based on Per Channel or Page Selected)

Page Name	Ad Type	Dimension (W x H)	Max Expansion	File Size	Gross Rate HK\$	Unit
Homepage	Head Banner	970x90	n/a	<50KB	\$304	Per 1,000 Views
	Super Head Banner	970x160	n/a	<70KB	\$323	Per 1,000 Views
	Curtain Ad	970x90	970x200	Initial banner <40KB Extended banner <60KB	\$599	Per 1,000 Views
	Moving Panel Module Ad (MPM)	640 x 410 & 640 x 480	n/a	<80KB	\$105,600	Per Day Fixed
	1st Large Rectangle	300x250	n/a	<50KB	\$296	Per 1,000 Views
	2nd Large Rectangle	300x250	n/a	<50KB	\$153	Per 1,000 Views
	Expandable Large Rectangle	300x250	470x250	Initial banner <50KB Extended banner <60KB	\$380	Per 1,000 Views
	Video Large Rectangle	300x250	n/a	Initial banner <50KB Video <3MB	\$380	Per 1,000 Views
	Expandable Video Large Rectangle	300x250	470x250	Initial banner <50KB Extended banner <60KB Video <2MB	\$494	Per 1,000 Views
	Big Large Rectangle	300x430	n/a	<70KB	\$599	Per 1,000 Views
	Textlink	<15 Chi Characters	n/a	n/a	\$57	Per 1,000 Views
	Crazy Ad land to 2nd LREC	970x500+300x250	n/a	Initial banner <40KB Crazy ad panel <200KB	\$205,920	Per Day Fixed
	Crazy Ad + Skinner + Head Banner + LREC	Crazy Ad 970x500 Skinner (left/right panel) 1050x230 LREC 300x250 HeadBanner 970x90	n/a	Crazy Ad <100KB Skinner (left/right panel) <100KB LREC <40KB Head Banner <40KB	\$370,660	Per Day Fixed
	Billboard	970x250	n/a	Swf <60KB / Video <2MB	\$634	Per 1,000 Views
	Middle Banner	564x90	n/a	<70KB	\$158	Per 1,000 Views
	Flash Link	300x45	n/a	<40KB	\$95	Per 1,000 Views
	Page Collapse	Backup Image 300x250 Initial Banner 300x250 Expanded Panel 970x500 Additional Asset 02 Left 1440x1050 Additional Asset 03 Right 1440x1050 Video 640x360	n/a	Backup Image <40KB Initial Banner<40KB Expanded Panel <100KB Additional Asset 02 Left <100KB Additional Asset 03 Right <100KB Video <2MB	\$696,960	Per Day Fixed
	Levitor	Backup Image 300x250 Initial Banner 300x250 Super Head Banner 970x160 Panel Levitor 1680x1280 Additional Asset 01 Home 1440x630 Additional Asset 02 Left 1440x1050 Additional Asset 03 Right 1440x1050	n/a	Backup Image <40KB Initial Banner <40KB Super Head Banner <60KB Panel Levitor <100KB Additional Asset 01 Home <100KB Additional Asset 02 Left <100KB Additional Asset 03 Right <100KB Video <2MB	\$696,960	Per Day Fixed
Homepage Takeover	Crazy Ad 970x500 Skinner (left/right panel) 230x1050 LREC 300x250 Head Banner 970x90	n/a	Crazy Ad <100KB Skinner (left/right panel) <100KB LREC <40KB Head Banner <40KB	\$696,960	Per Day Fixed	
Sync Banner	Head Banner 970x90 LREC 300x250	n/a	Head Banner <50KB LREC <50KB	\$696,960	Per Day Fixed	
Lightbox	1280x720 Max. duration: 8 sec	n/a	<100KB	\$500,000	Per Day Fixed	
Articles	Head Banner	970x90	n/a	<50KB	\$193	Per 1,000 Views
	Super Head Banner	970x160	n/a	<70KB	\$213	Per 1,000 Views
	Curtain Ad	970x90	970x200	Initial banner <40KB Extended banner <60KB	\$379	Per 1,000 Views
	1st Large Rectangle	300x250	n/a	<50KB	\$102	Per 1,000 Views
	2nd Large Rectangle	300x250	n/a	<50KB	\$102	Per 1,000 Views
	Expandable Large Rectangle	300x250	470x250	Initial banner <50KB Extended banner <60KB	\$246	Per 1,000 Views
	Video Large Rectangle	300x250	n/a	Initial banner <50KB Video <3MB	\$246	Per 1,000 Views
	Expandable Video Large Rectangle	300x250	470x250	Initial banner <50KB Extended banner <60KB Video <2MB	\$306	Per 1,000 Views
	Big Large Rectangle	300x430	n/a	<70KB	\$379	Per 1,000 Views
	Textlink	n/a	n/a	n/a	\$40	Per 1,000 Views
	Billboard	970x250	n/a	Swf <60KB / Video <2MB	\$466	Per 1,000 Views
	Baseboard	970x90 + 500x300	n/a	Initial Banner <40KB Extended banner <100KB	\$333	Per 1,000 Views
	Flash Link	300x45	n/a	<40KB	\$80	Per 1,000 Views
	InRead Ad	Max. 1920x1080 Min. 640x360	n/a	<10MB	\$807	Per 1,000 Views
	InSkin Ad	Frame Size: 640x448	n/a	<80KB	\$807	Per 1,000 Views

Website

appledaily.com (HK) - Entertainment News (Rates Based on Per Channel or Page Selected)

Page Name	Ad Type	Dimension (W x H)	Max Expansion	File Size	Gross Rate HK\$	Unit
Homepage	Head Banner	970x90	n/a	<50KB	\$234	Per 1,000 Views
	Super Head Banner	970x160	n/a	<70KB	\$249	Per 1,000 Views
	Curtain Ad	970x90	970x200	Initial banner <40KB Extended banner <60KB	\$461	Per 1,000 Views
	Moving Panel Module Ad (MPM)	640 x 410 & 640 x 480	n/a	<80KB	\$40,300	Per Day Fixed
	1st Large Rectangle	300x250	n/a	<50KB	\$230	Per 1,000 Views
	2nd Large Rectangle	300x250	n/a	<50KB	\$104	Per 1,000 Views
	Expandable Large Rectangle	300x250	470x250	Initial banner <50KB Extended banner <60KB	\$293	Per 1,000 Views
	Video Large Rectangle	300x250	n/a	Initial banner <50KB Video <3MB	\$293	Per 1,000 Views
	Expandable Video Large Rectangle	300x250	470x250	Initial banner <50KB Extended banner <60KB Video <2MB	\$381	Per 1,000 Views
	Big Large Rectangle	300x430	n/a	<70KB	\$461	Per 1,000 Views
	Textlink	<15 Chi Characters	n/a	n/a	\$44	Per 1,000 Views
	Crazy Ad landing to 2nd LREC	Crazy Ad 970x500 LREC 300x250	n/a	Initial banner <40KB Crazy ad panel <200KB	\$130,110	Per Day Fixed
	Crazy Ad + Skinner + Head Banner + LREC	Crazy Ad 970x500 Skinner (left/right panel) 230x1050 LREC 300x250 Head Banner 970x90	n/a	Crazy Ad <100KB Skinner (left/right panel) <100KB LREC <40KB Head Banner <40KB	\$229,600	Per Day Fixed
	Billboard	970x250	n/a	Swf <60KB / Video <2MB	\$466	Per 1,000 Views
	Middle Banner	564x90	n/a	<70KB	\$133	Per 1,000 Views
	Flash Link	300x45	n/a	<40KB	\$80	Per 1,000 Views
	Page Collapse	Backup Image 300x250 Initial Banner 300x250 Expanded Panel 970x500 Additional Asset 02 Left 1440x1050 Additional Asset 03 Right 1440x1050 Video 640x360	n/a	Backup Image <40KB Initial Banner <40KB Expanded Panel <100KB Additional Asset 02 Left <100KB Additional Asset 03 Right <100KB Video <2MB	\$466,910	Per Day Fixed
Levitator	Backup Image 300x250 Initial Banner 300x250 Super Head Banner 970x160 Panel Levitator 1680x1280 Additional Asset 01 Home 1440x630 Additional Asset 02 Left 1440x1050 Additional Asset 03 Right 1440x1050	n/a	Backup Image <40KB Initial Banner <40KB Super Head Banner <60KB Panel Levitator <100KB Additional Asset 01 Home <100KB Additional Asset 02 Left <100KB Additional Asset 03 Right <100KB Video <2MB	\$466,910	Per Day Fixed	
Homepage Takeover	Crazy Ad 970x500 Kskinner (left/right panel) 230x1050 LREC 300x250 Head Banner 970x90	n/a	Crazy Ad <100KB Skinner (left/right panel) <100KB LREC <40KB Head Banner <40KB	\$466,910	Per Day Fixed	
Sync Banner	Head Banner 970x90 LREC 300x250	n/a	Head Banner <50KB LREC <50KB	\$466,910	Per Day Fixed	
Lightbox	1280x720 Max. Duration: 8 sec	n/a	<100KB	\$333,400	Per Day Fixed	
Articles	Head Banner	970x90	n/a	<50KB	\$203	Per 1,000 Views
	Super Head Banner	970x160	n/a	<70KB	\$224	Per 1,000 Views
	Curtain Ad	970x90	970x200	Initial banner <40KB Extended banner <60KB	\$398	Per 1,000 Views
	1st Large Rectangle	300x250	n/a	<50KB	\$203	Per 1,000 Views
	2nd Large Rectangle	300x250	n/a	<50KB	\$146	Per 1,000 Views
	Expandable Large Rectangle	300x250	470x250	Initial banner <50KB Extended banner <60KB	\$259	Per 1,000 Views
	Video Large Rectangle	300x250	n/a	Initial banner <50KB Video <3MB	\$259	Per 1,000 Views
	Expandable Video Large Rectangle	300x250	470x250	Initial banner <50KB Extended banner <60KB Video <2MB	\$321	Per 1,000 Views
	Big Large Rectangle	300x430	n/a	<70KB	\$398	Per 1,000 Views
	Textlink	n/a	n/a	n/a	\$42	Per 1,000 Views
	Billboard	970x250	n/a	Swf <60KB / Video <2MB	\$466	Per 1,000 Views
	Baseboard	970x90 + 500x300	n/a	Initial Banner <40KB Extended banner <100KB	\$333	Per 1,000 Views
	Flash Link	300x45	n/a	<40KB	\$80	Per 1,000 Views
	InRead Ad	Max. 1920x1080 Min. 640x360	n/a	<10MB	\$807	Per 1,000 Views
	InSkin Ad	Frame Size: 640x448	n/a	<80KB	\$807	Per 1,000 Views

appledaily.com (HK) – Appletainment News (Rates Based on Per Channel or Page Selected)

Page Name	Ad Type	Dimension (W x H)	Max Expansion	File Size	Gross Rate HK\$	Unit
Homepage	Head Banner	970x90	n/a	<50KB	\$182	Per 1,000 Views
	Super Head Banner	970x160	n/a	<70KB	\$196	Per 1,000 Views
	Curtain Ad	970x90	970x200	Initial banner <40KB Extended banner <60KB	\$363	Per 1,000 Views
	1st Large Rectangle	300x250	n/a	<50KB	\$175	Per 1,000 Views
	2nd Large Rectangle	300x250	n/a	<50KB	\$104	Per 1,000 Views
	Expandable Large Rectangle	300x250	470x250	Initial banner <50KB Extended banner <60KB	\$238	Per 1,000 Views
	Video Large Rectangle	300x250	n/a	Initial banner <50KB Video <3MB	\$238	Per 1,000 Views
	Expandable Video Large Rectangle	300x250	470x250	Initial banner <50KB Extended banner <60KB Video <2MB	\$280	Per 1,000 Views
	Big Large Rectangle	300x430	n/a	<70KB	\$363	Per 1,000 Views
	Textlink	<15 Chi Characters	n/a	n/a	\$42	Per 1,000 Views
	Crazy Ad land to 2nd LREC	Craz Ad 970x500 LREC 300x250	n/a	Initial banner <40KB Crazy ad panel <200KB	\$97,830	Per Day Fixed
	Crazy Ad + Skinner + Head Banner + LREC	Crazy Ad 970x500 Skinner (left/right panel) 230x1050 LREC 300x250 Head Banner 970x90	n/a	Crazy Ad <100KB Skinner (left/right panel) <100KB LREC <40KB Head Banner <40KB	\$167,710	Per Day Fixed
	Billboard	970x250	n/a	Swf <60KB / Video <2MB	\$466	Per 1,000 Views
	Middle Banner	564x90	n/a	<70KB	\$133	Per 1,000 Views
	Flash Link	300x45	n/a	<40KB	\$80	Per 1,000 Views
	Articles	Page Collapse	Backup Image 300x250 Initial Banner 300x250 Expanded Panel 970x500 Additional Asset 02 Left 1440x1050 Additional Asset 03 Right 1440x1050 Video 640x360	n/a	Backup Image <40KB Initial Banner <40KB Expanded Panel <100KB Additional Asset 02 Left <100KB Additional Asset 03 Right <100KB Video <2MB	\$306,830
Levigator		Backup Image 300x250 Initial Banner 300x250 Super Head Banner 970x160 Panel Levitator 1680x1280 Additional Asset 01 Home 1440x630 Additional Asset 02 Left 1440x1050 Additional Asset 03 Right 1440x1050	n/a	Backup Image <40KB Initial Banner <40KB Super Head Banner <60KB Panel Levitator <100KB Additional Asset 01 Home <100KB Additional Asset 02 Left <100KB Additional Asset 03 Right <100KB Video <2MB	\$306,830	Per Day Fixed
Homepage Takeover		Crazy Ad 970x500 Skinner (left/right panel) 230x1050 LREC 300x250 Head Banner 970x90	n/a	Crazy Ad <100KB Skinner (left/right panel) <100KB LREC <40KB Head Banner <40KB	\$306,830	Per Day Fixed
Sync Banner		Head Banner 970x90 LREC 300x250	n/a	Head Banner <50KB LREC <50KB	\$306,830	Per Day Fixed
Head Banner		970x90	n/a	<50KB	\$153	Per 1,000 Views
Super Head Banner		970x160	n/a	<70KB	\$173	Per 1,000 Views
Curtain Ad		970x90	970x200	Initial banner <40KB Extended banner <60KB	\$306	Per 1,000 Views
1st Large Rectangle		300x250	n/a	<50KB	\$155	Per 1,000 Views
2nd Large Rectangle		300x250	n/a	<50KB	\$69	Per 1,000 Views
Expandable Large Rectangle		300x250	470x250	Initial banner <50KB Extended banner <60KB	\$213	Per 1,000 Views
Video Large Rectangle		300x250	n/a	Initial banner <50KB Video <3MB	\$213	Per 1,000 Views
Expandable Video Large Rectangle		300x250	470x250	Initial banner <50KB Extended banner <60KB Video <2MB	\$246	Per 1,000 Views
Big Large Rectangle		300x430	n/a	<70KB	\$306	Per 1,000 Views
Textlink		n/a	n/a	n/a	\$40	Per 1,000 Views
Billboard		970x250	n/a	Swf <60KB / Video <2MB	\$466	Per 1,000 Views
Baseboard		970x90 + 500x300	n/a	Initial Banner <40KB Extended banner <100KB	\$333	Per 1,000 Views
Flash Link	300x45	n/a	<40KB	\$80	Per 1,000 Views	

Website

appledaily.com (HK) – Other News (Real Time News, International, Finance, Sports, Racing News, Supplement) Sections (Rates Based on Per Channel)

Page Name	Ad Type	Dimension (W x H)	Max Expansion	File Size	Gross Rate HK\$	Unit
Homepage	Head Banner	970x90	n/a	<50KB	\$182	Per 1,000 Views
	Super Head Banner	970x160	n/a	<70KB	\$196	Per 1,000 Views
	Curtain Ad	970x90	970x200	Initial banner <40KB Extended banner <60KB	\$363	Per 1,000 Views
	Moving Panel Module Ad (MPM)	640 x 410 & 640 x 480	n/a	<80KB	\$20,090	Per Day Fixed
	1st Large Rectangle	300x250	n/a	<50KB	\$175	Per 1,000 Views
	2nd Large Rectangle	300x250	n/a	<50KB	\$100	Per 1,000 Views
	Expandable Large Rectangle	300x250	470x250	Initial banner <50KB Extended banner <60KB	\$238	Per 1,000 Views
	Video Large Rectangle	300x250	n/a	Initial banner <50KB Video <3MB	\$238	Per 1,000 Views
	Expandable Video Large Rectangle	300x250	470x250	Initial banner <50KB Extended banner <60KB Video <2MB	\$280	Per 1,000 Views
	Big Large Rectangle	300 x 430	n/a	<70KB	\$363	Per 1,000 Views
	Textlink	<15 Chi Characters	n/a	n/a	\$42	Per 1,000 Views
	Crazy Ad land to 2nd LREC	Crazy Ad 970x500 LREC 300x250	n/a	Initial banner <40KB Crazy ad panel <200KB	\$97,830	Per Day Fixed
	Crazy Ad + Skinner + Head Banner + LREC	Crazy Ad 970x500 Skinner (left/right panel) 230x1050 LREC 300x250 Head Banner 970x90	n/a	Crazy Ad <100KB Skinner (left/right panel) <100KB LREC <40KB Head Banner <40KB	\$167,710	Per Day Fixed
	Billboard	970x250	n/a	Swf: <60KB / Video: <2MB	\$466	Per 1,000 Views
	Middle Banner	564x90	n/a	<70KB	\$133	Per 1,000 Views
	Flash Link	300x45	n/a	<40KB	\$80	Per 1,000 Views
	Page Collapse	Backup Image 300x250 Initial Banner 300x250 Expanded Panel 970x500 Additional Asset 02 Left 1440x1050 Additional Asset 03 Right 1440x1050 Video 640x360	n/a	Backup Image <40KB Initial Banner <40KB Expanded Panel <100KB Additional Asset 02 Left <100KB Additional Asset 03 Right <100KB Video <2MB	\$306,830	Per Day Fixed
	Levigator	Backup Image 300x250 Initial Banner 300x250 Super Head Banner 970x160 Panel Levigator 1680x1280 Additional Asset 01 Home 1440x630 Additional Asset 02 Left 1440x1050 Additional Asset 03 Right 1440x1050	n/a	Backup Image <40KB Initial Banner <40KB Super Head Banner <60KB Panel Levigator <100KB Additional Asset 01 Home <100KB Additional Asset 02 Left <100KB Additional Asset 03 Right <100KB Video <2MB	\$306,830	Per Day Fixed
Homepage Takeover	Crazy Ad 970x500 Skinner (left/right panel) 230x1050 LREC 300x250 Head Banner 970x90	n/a	Crazy Ad <100KB Skinner (left/right panel) <100KB LREC <40KB Head Banner <40KB	\$306,830	Per Day Fixed	
Sync Banner	Head Banner 970x90 LREC 300x250	n/a	Head Banner <50KB LREC <50KB	\$306,830	Per Day Fixed	
Articles	Head Banner	970x90	n/a	<50KB	\$153	Per 1,000 Views
	Super Head Banner	970x160	n/a	<70KB	\$173	Per 1,000 Views
	Curtain Ad	970x90	970x200	Initial banner <40KB Extended banner <60KB	\$306	Per 1,000 Views
	1st Large Rectangle	300x250	n/a	<50KB	\$154	Per 1,000 Views
	2nd Large Rectangle	300x250	n/a	<50KB	\$69	Per 1,000 Views
	Expandable Large Rectangle	300x250	470x250	Initial banner <50KB Extended banner <60KB	\$213	Per 1,000 Views
	Video Large Rectangle	300x250	n/a	Initial banner <50KB Video <3MB	\$213	Per 1,000 Views
	Expandable Video Large Rectangle	300x250	470x250	Initial banner <50KB Extended banner <60KB Video <2MB	\$246	Per 1,000 Views
	Big Large Rectangle	300x430	n/a	<70KB	\$306	Per 1,000 Views
	Textlink	n/a	n/a	n/a	\$40	Per 1,000 Views
	Billboard	970x250	n/a	Swf <60KB / Video <2MB	\$466	Per 1,000 Views
	Baseboard	970x90 + 500x300	n/a	Initial Banner: <40KB; extended banner: 100KB	\$333	Per 1,000 Views
	Flash Link	300x45	n/a	<40KB	\$80	Per 1,000 Views
	InRead Ad	Max. 1920x1080 Min. 640x360	n/a	<10MB	\$807	Per 1,000 Views
	InSkin Ad	Frame Size: 640x448	n/a	<80KB	\$807	Per 1,000 Views

appledaily.com (HK) Network Email Advertising Opportunities

Ad Type	Dimension (W x H)	Max Expansion	File Size	Gross Rate HK\$	Unit
Newsletter (eDM)	Max. width 780	n/a	<100KB	\$2.30	Per eDM

Mobile

Apple Daily Android + iPhone App

Ad Format	Dimension (W x H)	File Size	Gross Rate HK\$	Unit
Floating Icon (Run of Section Homepage)	60x60	<70KB	\$152,0400 per day	100%

Apple Daily Android App

Ad Format	Dimension (W x H)	File Size	Gross Rate HK\$	Unit
Splash Ad (Index)	320x460	<70KB	\$219,600 per AM/PM \$109,800 per AM/PM	100% 50%
Inline Video on Splash Ad (Index)	320x460	<70KB	\$231,600 per AM/PM \$115,800 per AM/PM	100% 50%
Splash Ad (Section to Section)	320x460	<70KB	\$192,000 per AM/PM \$96,000 per AM/PM	100% 50%
Inline Video on Splash Ad (Section to Section)	320x460	<70KB	\$204,000 per AM/PM \$102,000 per AM/PM	100% 50%
Flip Ad	320x360	<60KB	\$99,600 / 4 days	750,000 views
Full Page Fixed Banner, Position 2 (Run of Homepage) + Big LREC (Run of Site)	Full Page Fixed Banner 320x360 Big LREC 300x430	Full Page Fixed Banner <70KB Big LREC <70KB	\$226,000 / 4 days	Per 1,200,000 Views + 1,200,000 Views
Full Page Fixed Banner Advertorial, Position 2 (Run of Homepage)	320x360	<70KB	\$271,200 / 4 days	Per 1,200,000 Views
Full Page Fixed Banner, Position 8+14 (Run of Homepage)	320x360	<70KB	\$133,400 / 4 days	Per 1,200,000 Views
Full Page Fixed Banner, Position 2 (Real Time News Local or Real Time News Entertainment or Breaking News)	320x360	<70KB	\$266,700 / 2 days \$133,350 / 2 days \$66,675 / 2 days	100% 50% 25%
Full Page Fixed Banner, Position 2 (Real Time News Fin/Int/China)	320x360	<70KB	\$150,000 / 4 days \$75,000 / 4 days	100% 50%
Fixed Banner, Position 8+14 (Run of Homepage)	320x80	<20KB	\$60,000 / 4 days	Per 1,200,000 Views
Expandable Fade In/Out Banner	Expanded banner 320x360 Standard banner 320x80	Expanded banner <70KB Standard banner <50KB	\$120,000 / 1 day	Per 600,000 Views
Fade In/Out Banner (Run of Articles)	New Size 320x80 Standard Size 320x50	<20KB	\$133,400 / 4 days \$100,000 / 4 days	Per 1,700,000 Views
Video Wall - Position 3 (Action News)	153x123 & 265x149 (Landscape) 160x90 & 140x110 (Portrait)	Banner <10KB Video <3MB	\$181,440 / day \$90,720 / day	100% 50%
Video Wall - Position 7 (Action News)	153x123 & 265x149 (Landscape) 160x90 & 140x110 (Portrait)	Banner <10KB Video <3MB	\$120,000 / day \$60,000 / day	100% 50%
Article Pre-roll TVC (15/20/30-sec)	153x123 & 265x149 (Landscape) 160x90 & 140x110 (Portrait)	Video <3MB	\$200,040 \$100,020	100% 50%
Pre-roll TVC (15/20/30-sec)	480x270	<3MB	\$836	Per 1,000 Views
Instream TVC (15/20/30-sec)	480x270	<3MB	\$648	Per 1,000 Views

Apple Daily iPhone App

Ad Format	Dimension (W x H)	File Size	Gross Rate HK\$	Unit
Splash Ad (Index)	320x460 (iPhone 4) & 320x548 (iPhone 5)	<70KB	\$146,700 per AM/PM \$73,350 per AM/PM	100% 50%
Inline Video on Splash Ad (Index)	320x460 (iPhone 4) & 320x548 (iPhone 5)	<70KB	\$158,700 / day \$79,350 / day	100% 50%
Splash Ad (Section to Section)	320x460 (iPhone 4) & 320x548 (iPhone 5)	<70KB	\$120,000 per AM/PM \$60,000 per AM/PM	100% 50%
Inline Video on Splash Ad (Section to Section)	320x460 (iPhone 4) & 320x548 (iPhone 5)	<70KB	\$132,000 / day \$66,000 / day	100% 50%
Flip Ad	320x372 (iPhone 4) & 320x460 (iPhone 5)	<60KB	\$99,600 / 4 days	750,000 views
Full Page Fixed Banner, Position 2 (Run of Homepage) + Big LREC (Run of Site)	Full Page Fixed Banner 320x360 Big LREC 300x430	Full Page Fixed Banner <70KB Big LREC <70KB	\$226,000 / 4 days	Per 1,200,000 Views + 1,200,000 Views
Full Page Fixed Banner Advertorial, Position 2 (Run of Homepage)	Full Page Fixed Banner 320x360	<70KB	\$271,200 / 4 days	Per 1,200,000 Views
Full Page Fixed Banner, Position 8+14 (Run of Homepage)	320x360	<70KB	\$133,400 / 4 days	Per 1,200,000 Views
Full Page Fixed Banner, Position 2 (Real Time News Local or Real Time News Entertainment or Real Time News Breaking News)	320x360	<70KB	\$266,700 / 4 days \$133,350 / 4 days \$66,675 / 4 days	100% 50% 25%
Full Page Fixed Banner, Position 2 (Real Time News Fin/Int/China)	320x360	<70KB	\$150,000 / 4 days \$75,000 / 4 days	100% 50%
Fixed Banner, Position 8+14 (Run of Homepage)	320x80	<20KB	\$60,000 / 4 days	Per 1,200,000 Views
Expandable Fade In/Out Banner	Expanded banner 320x360 Standard banner 320x80	Expanded banner <70KB Standard banner <50KB	\$60,000 / 1 day	Per 300,000 Views
Fade In/Out Banner (Run of Articles)	New Size 320x80 Standard Size 320x50	<20KB	\$100,000 / 4 days \$93,000 / 4 days	Per 1,700,000 Views
Video Wall - Position 3 (Action News)	140x102 & 138x114 & 265x149 (Horizontal) 53x120 & 153x149 & 156x124 & 160x90 (Vertical)	Banner <10KB Video <3MB	\$123,840 / day \$61,920 / day	100% 50%
Video Wall - Position 7 (Action News)	140x102 & 138x114 & 265x149 (Landscape) 153x120 & 153x149 & 156x124 & 160x90 (Portrait)	Banner <10KB Video <3MB	\$79,200 / day \$39,600 / day	100% 50%
Article Pre-roll TVC (15/20/30-sec)	140x102 & 138x114 & 265x149 (Landscape) 153x120 & 153x149 & 156x124 & 160x90 (Portrait)	Video <3MB	\$80,040 \$40,020	100% 50%
Pre-roll TVC (15/20/30-sec)	480x270	<3MB	\$580	Per 1,000 Views
Instream TVC (15/20/30-sec)	480x270	<3MB	\$648	Per 1,000 Views

Apple Daily iPad App

Ad Format	Dimension (W x H)	File Size	Gross Rate HK\$	Unit
Splash Ad	1024x768 (Landscape) 768x1024 (Portrait)	<100KB	\$75,000 / day	Per Day Fixed
Inline Video on Splash Ad	Image: 1024x768 (Landscape) / 768x1024 (Portrait) Video: 350x196 (16:9) / 350x262 (4:3)	Banner <100KB Video <3MB	\$97,500 / day	Per Day Fixed
Small Cube Banner	297x210	<50KB	\$111,600 / week	100%
Big Cube Banner	615x442	< 50KB	\$111,600 / week	100%
Combo Ad: Head Banner + Big LREC	Head Banner 1024x144 (Landscape) / 768x108 (Portrait) Big LREC 300x430	Head Banner <50KB Big LREC <50KB	\$223,200 / week	100%
Fade In/Out Banner	1024x90 (Landscape) / 768x90 (Portrait)	< 50KB	\$39,600 / week	20%
Video Wall - Position 3 (Action News)	544x306	< 3MB	\$61,920	Per Day Fixed
Video Wall - Position 7 (Action News)	544x306	< 3MB	\$39,600	Per Day Fixed

Apple Daily Mobile Site

Ad Format	Dimension (W x H)	File Size	Gross Rate HK\$	Unit
SNS Splash Ad	320x460 & 320x548	<100KB	\$264,000 \$132,000	100% 50%
Fixed Banner (Run of Homepage) + Fade In/Out Banner (Run of Articles)	320x50	<20KB	\$180,000 / week	100%
Fixed Banner (Run of Homepage) + Fade In/Out Banner (Run of Articles)	320x50	<20KB	\$90,000 / week	50%
Video Wall (Action News)	153x122 (Landscape)	Initial banner <10KB Video <3MB	\$23,760	Per Day Fixed

Updated on 22 Jan 2016