



## Apple Daily Digital Platforms Advertising Rate Card (Effective 1 Mar 2017)

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	\$304	Per 1,000 Imp.
	Super Head Banner	970x160	n/a	<200KB	\$323	Per 1,000 Imp.
	Billboard	970x250	n/a	Banner <220KB; Video <3MB	\$634	Per 1,000 Imp.
	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	Banner <150KB; Video <3MB	\$296	Per 1,000 Imp.
	2nd Large Rectangle	300x250	n/a	Banner <150KB; Video <3MB	\$153	Per 1,000 Imp.
	Big Large Rectangle	300x430	n/a	Banner <200KB; Video <3MB	\$599	Per 1,000 Imp.
	Half Page Ad	300x600	n/a	<220KB	\$634	Per 1,000 Imp.
	Skyscraper	120x600	n/a	<150KB	\$323	Per 1,000 Imp.
	Textlink	<15 Chi Characters	n/a	n/a	\$57	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	\$206,000	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	\$206,000	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	\$696,960	20% SOV per 5 days
Lightbox - HTML5	1280x720 Max. duration: 8 sec	n/a	<100KB	\$500,000	20% SOV per 5 days	
Other Sections Homepage	Head Banner	970x90	n/a	<150KB	\$220	Per 1,000 Imp.
	Super Head Banner	970x160	n/a	<200KB	\$235	Per 1,000 Imp.
	Billboard	970x250	n/a	Banner <220KB Video <3MB	\$466	Per 1,000 Imp.
	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	<150KB	\$213	Per 1,000 Imp.
	2nd Large Rectangle	300x250	n/a	<150KB	\$154	Per 1,000 Imp.
	Big Large Rectangle	300x430	n/a	<200KB	\$417	Per 1,000 Imp.
	Half Page Ad	300x600	n/a	<220KB	\$466	Per 1,000 Imp.
	Skyscraper	120x600	n/a	<150KB	\$235	Per 1,000 Imp.
	Crazy Ad landing to LREC- HTML5	Initial banner 300x250/430, 970x90/160/250	970x500	Initial banner <100KB Expanded Panel <150KB	\$135,000	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	\$135,000	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	\$466,910	20% SOV per 5 days
	Action News Channel	Head Banner	970x90	n/a	<150KB	\$215
Super Head Banner		970x160	n/a	<200KB	\$213	Per 1,000 Imp.
Billboard		970x250	n/a	Banner <220KB; Video <3MB	\$466	Per 1,000 Imp.
1st Large Rectangle		300x250	n/a	Banner <150KB; Video <3MB	\$209	Per 1,000 Imp.
2nd Large Rectangle		300x250	n/a	Banner <150KB; Video <3MB	\$116	Per 1,000 Imp.
Big Large Rectangle		300x430	n/a	Banner <200KB; Video <3MB	\$489	Per 1,000 Imp.
Half Page Ad		300x600	n/a	<220KB	\$466	Per 1,000 Imp.
Skyscraper		120x600	n/a	<150KB	\$213	Per 1,000 Imp.
Instream TVC		640x360	n/a	<3MB	\$363	Per 1,000 Imp.
Video Wall (Position 4)		Thumbnail banner: 160x90 Video: 640x360	n/a	Thumbnail banner <20KB Video <3MB	\$60,500	SOV 100%
Video Wall (Position 7)		Thumbnail banner: 160x90 Video: 640x360	n/a	Thumbnail banner <20KB Video <3MB	\$25,000	SOV 100%
End Tag Billboard (max. 8 Secs)		720x405	n/a	n/a	\$121,000	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	\$203	Per 1,000 Imp.	
	Super Head Banner	970x160	n/a	<200KB	\$224	Per 1,000 Imp.	
	Billboard	970x250	n/a	Initial Banner <220KB Video <3MB	\$466	Per 1,000 Imp.	
	1st Large Rectangle	300x250	n/a	Banner <150KB; Video <3MB	\$203	Per 1,000 Imp.	
	2nd Large Rectangle	300x250	n/a	Banner <150KB; Video <3MB	\$146	Per 1,000 Imp.	
	Big Large Rectangle	300x430	n/a	Banner <200KB; Video <3MB	\$398	Per 1,000 Imp.	
	Half Page Ad	300x600	n/a	<220KB	\$466	Per 1,000 Imp.	
	Skyscraper	120x600	n/a	<150KB	\$224	Per 1,000 Imp.	
	Textlink	n/a	n/a	n/a	\$42	Per 1,000 Imp.	
	InRead Ad		Max. 1920x1080 Min. 640x360	n/a	<10MB	\$807	Per 1,000 Imp.
	InSkin Ad		Frame Size: 640x448	n/a	<80KB	\$807	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

### 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	\$174,800 / 4 days	100%
Push Notification (Including 1x Sponsored Article in Real Time News)	Push Msg: 18-20 Chi words	N/A	\$460,000 / day	Per Day Fixed
Geo-targeting (Full Page Fixed Banner Pos. 8)	320x360	<70KB	\$110,400 / 4 days	400K Imp. / District

#### Apple Daily Android App

Ad Format	Dimension (W x H)	File Size	Gross Rate HK\$	Unit
Splash Ad (Index)	320x460	<200KB	\$253,000 per AM/PM \$126,500 per AM/PM	SOV 100% SOV 50%
Inline Video on Splash Ad (Index)	320x460	Banner <70KB, Video<3MB	\$328,900 per AM/PM \$164,450 per AM/PM	SOV 100% SOV 50%
Splash Ad (Section to Section)	320x460	<200KB	\$211,600 per AM/PM \$105,800 per AM/PM	SOV 100% SOV 50%
Inline Video on Splash Ad (Section to Section)	320x460	Banner <70KB, Video<3MB	\$275,080 per AM/PM \$137,540 per AM/PM	SOV 100% SOV 50%
Flip Ad	320x360	<150KB	\$115,000 / 4 days	750,000 views
Full Page Fixed Banner, Position 2 (Real Time News Local+All OR Real Time News Entertainment+Lifestyle OR Breaking News+Sports)	320x360	<150KB	\$368,000 / 4 days \$184,000 / 4 days \$92,000 / 4 days	SOV 100% SOV 50% SOV 25%
Full Page Fixed Banner, Position 2 (Real Time News Fin/Int/China)	320x360	<150KB	\$207,000 / 4 days \$103,500 / 4 days	SOV 100% SOV 50%
Full Page Fixed Banner Advertorial (Run of Homepage) - Position 2 - Position 8+14	Full Page Fixed Banner 320x360	<150KB	\$312,800 / 4 days \$156,400 / 4 days	Per 1,800,000 Imp. Per 2,000,000 Imp.
Full Page Fixed Banner, Position 8+14 (Run of Homepage)	320x360	<150KB	\$184,000 / 4 days	Per 2,000,000 Imp.
Fixed Banner, Position 8+14 (Run of Homepage)	320x80	<100KB	\$69,000 / 4 days	Per 2,000,000 Imp.
Expandable Fade In/Out Banner (Run of Articles in Real Time News Section OR Today News Section OR Home Screen)	Expanded banner 320x360 Standard banner 320x80	Expanded banner <150KB Standard banner <100KB	\$165,600 / 1 day	Per 600,000 Imp.
Fade In/Out Banner (Run of Articles)	320x80	<100KB	\$184,000 / 4 days	Per 2,500,000 Imp.
Video Wall - Position 3 (Action News)	153x123 & 265x149 (Landscape) 160x90 & 140x110 (Portrait)	Banner <10KB Video <3MB	\$128,800 / day \$64,400 / day	SOV 100% SOV 50%
Video Wall - Position 7 (Action News)	153x123 & 265x149 (Landscape) 160x90 & 140x110 (Portrait)	Banner <10KB Video <3MB	\$92,000 / day \$46,000 / day	SOV 100% SOV 50%
Article Pre-roll TVC (15/20/30-sec)	153x123 & 265x149 (Landscape) 160x90 & 140x110 (Portrait)	Video <3MB	\$230,000 \$115,000	SOV 100% SOV 50%
Pre-roll / Article Pre-roll TVC (15/20/30-sec)	480x270	<3MB	\$805	Per 1,000 Imp.
Instream TVC (15/20/30-sec)	480x270	<3MB	\$552	Per 1,000 Imp.



**Mobile**

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)	<200KB	\$253,000 per AM/PM \$125,500 per AM/PM	SOV 100% SOV 50%
Inline Video on Splash Ad (Index)	320x460 (iPhone 4) & 320x548 (iPhone 5)	Banner <70KB, Video<3MB	\$257,600 / day \$128,800 / day	SOV 100% SOV 50%
Splash Ad (Section to Section)	320x460 (iPhone 4) & 320x548 (iPhone 5)	<200KB	\$211,600 per AM/PM \$105,800 per AM/PM	SOV 100% SOV 50%
Inline Video on Splash Ad (Section to Section)	320x460 (iPhone 4) & 320x548 (iPhone 5)	Banner <70KB, Video<3MB	\$220,800 / day \$110,400 / day	SOV 100% SOV 50%
Flip Ad	320x372 (iPhone 4) & 320x460 (iPhone 5)	<150KB	\$115,000 / 4 days	750,000 Imp.
Full Page Fixed Banner, Position 2 (Real Time News Local+All OR Real Time News Entertainment+Lifestyle OR Breaking News+Sports)	320x360	<150KB	\$368,000 / 4 days \$184,000 / 4 days \$92,000 / 4 days	SOV 100% SOV 50% SOV 25%
Full Page Fixed Banner, Position 2 (Real Time News Fin/Int/China)	320x360	<150KB	\$207,000 / 4 days \$103,500 / 4 days	SOV 100% SOV 50%
Full Page Fixed Banner Advertorial (Run of Homepage) - Position 2 - Position 8+14	Full Page Fixed Banner 320x360	<150KB	\$312,800 / 4 days \$184,000 / 4 days	Per 1,800,000 Imp. Per 2,000,000 Imp.
Full Page Fixed Banner, Position 8+14 (Run of Homepage)	320x360	<150KB	\$184,000 / 4 days	Per 2,000,000 Imp.
Fixed Banner, Position 8+14 (Run of Homepage)	320x80	<100KB	\$69,000 / 4 days	Per 2,000,000 Imp.
Expandable Fade In/Out Banner (Run of Articles in Real Time News Section OR Today News Section OR Home Screen)	Expanded banner 320x360 Standard banner 320x80	Expanded banner <150KB Standard banner <100KB	\$128,800 / 1 day	Per 300,000 Imp.
Fade In/Out Banner (Run of Articles)	320x80	<100KB	\$184,000 / 4 days	Per 2,500,000 Imp.
Video Wall - Position 3 (Action News)	140x102 & 138x114 & 265x149 (Horizontal) 53x120 & 153x149 & 156x124 & 160x90 (Vertical)	Banner <10KB Video <3MB	\$128,800 / day \$64,400 / day	SOV 100% SOV 50%
Video Wall - Position 7 (Action News)	140x102 & 138x114 & 265x149 (Landscape) 153x120 & 153x149 & 156x124 & 160x90 (Portrait)	Banner <10KB Video <3MB	\$92,000 / day \$46,000 / day	SOV 100% SOV 50%
Article Pre-roll TVC (15/20/30-sec)	140x102 & 138x114 & 265x149 (Landscape) 153x120 & 153x149 & 156x124 & 160x90 (Portrait)	Video <3MB	\$92,000 \$46,000	SOV 100% SOV 50%
Pre-roll / Article Pre-roll TVC (15/20/30-sec)	480x270	<3MB	\$805	Per 1,000 Imp.
Instream TVC (15/20/30-sec)	480x270	<3MB	\$552	Per 1,000 Imp.

Apple Daily iPad App				
Ad Format	Dimension (W x H)	File Size	Gross Rate HK\$	Unit
Splash Ad	1024x768 (Landscape) 768x1024 (Portrait)	<100KB	\$86,250 / 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	\$112,125 / day	Per Day Fixed
Small Cube Banner	297x210	<50KB	\$128,800 / week	SOV 100%
Big Cube Banner	615x442	< 50KB	\$128,800 / week	SOV 100%
Fade In/Out Banner	1024x90 (Landscape) / 768x90 (Portrait)	< 50KB	\$46,000 / week	SOV 20%
Video Wall - Position 3 (Action News)	544x306	< 3MB	\$59,800	Per Day Fixed
Video Wall - Position 7 (Action News)	544x306	< 3MB	\$46,000	Per Day Fixed

Apple Daily Mobile Site				
Ad Format	Dimension (W x H)	File Size	Gross Rate HK\$	Unit
SNS Splash Ad	320x460 & 320x548	<150KB	\$303,600 \$151,800	SOV 100% SOV 50%
LREC	300x250	<150KB	\$400	Per 1,000 Imp.
Fixed Banner	320x50	<150KB	\$142,830	100% / 7 Days
Fade In/Out Banner	320x50	<150KB	\$142,830	100% / 7 Days
Video Wall (Action News)	153x122 (Landscape)	Initial banner <10KB Video <3MB	\$23,000	Per Day Fixed

**Integrated**

Apple Daily Website + Android + iPhone App				
Ad Format	Dimension (W x H)	File Size	Gross Rate HK\$	Unit
Native Ads Website: Wide / Nano / XL Banner / Middle Banner / Text Link Mobile: Flip Ad / Fixed Banner Pos. 20	Website: Wide (530x45), Nano (236x55), XL Banner (300x250) Middle Banner (564x90), Text Link (max. 18 Chi words) Mobile: Flip Ad (640x744, 640x720, 640x920), Fixed Banner Pos. 20 (640x160)	<100KB	\$20 / click	Cost per Click
Audience Targeting Website: Head Banner + 2nd LREC (Run of Site) Android / iPhone: Full Page Fixed Banner Pos. 8+14 (Run of All Section Homepage) + Flip Ad + Fade In/Out Banner	Website: Head Banner (970x90), LREC (300x250) Mobile: Full Page Fixed Banner (320x360), Fade In/Out Banner (320x80)	<100KB	Website: \$200 / CPM Android / iPhone: \$138-\$230 / CPM	Per 1,000 Imp.

Updated on 1 Mar 2017