

MingPao Weekly Online Advertising Rates:

A) Banner Advertisement

Format	Dimensions (pixels) /Maximum File size (bytes)	Position	Cost Per Week (HK\$)
Super Banner	728(W) x 90(H) / 30K	Front Page	\$22,000
		Run of Site	\$18,000
Large rectangle	300(W) x 250(H) / 40K	Front Page	\$24,000
		Run of Site	\$20,000
Medium rectangle	420(W) x 120(H) / 30K	Front Page	\$22,000
Baby Banner	300(W) x 60(H) / 15K	Front Page	\$18,000
		Run of Site	\$16,000

B) Special Advertisement

Format	File Description	Cost Per Week (HK\$)
Wide Screen	420(W) x 235(H) / 50K / Screen	\$25,000
Text Link	within 10 Chinese characters (Front Page)	\$10,000
	within 10 Chinese characters (Run of Site)	\$8,000
Fixed TVC* (in Front Page only)	Video length from 10s to 30s	\$28,000
	Video length from 30s to 59s	\$40,000

* Video shooting and editing are not included

C) Luxury Plaza

Details	File Format	Cost Per Week (HK\$)
Inside the Mall	Product shot in MPW & Plaza Front Page	\$10,000
Brand Directory Specific URL	URL	\$3,500
Brand Gallery	Adv (same to Print Adv)	\$7,000
	TVC* (Video Length less than 30s only)	\$24,000

* Video shooting and editing are not included

D) Newsletter

Full Banner	Large Rectangle
HK\$5,000/issue	HK\$7,000/issue

E) eMag

Specific URL	Special Effect (not include production)
HK\$600 /page	HK\$2,000 /page

F) eDM

Specified Demographic	HK\$5/Member

G) Others Services (Quote by Requirements)

Banner Production
Special effect (Crazy Adv, Expandable Floating Icon, Pop up, etc)
Event/Seminar
Web solution
Game
E-Commerce
Surveys
Sponsorship

H) Remarks:

1. It will be an additional 50% loading charge for Fixed/Expandable Adv or order below the minimum buy.
2. Adv. Inventories and spaces are reserved on a first-come first-served basis.
3. Production cost is not included.
4. Booking deadline : 5 working days prior to the ad posting date.
5. Material deadline : 3 working days prior to the ad posting date.
6. Material Requirements: The above ad rates apply to the banner format of JPEG, GIF or SWF format and supporting Internet Explorer Browser 6.0/7.0 only.