香港 01

HK01 Advertising Format
as of 31 March 2020 DIGITAL MEDIA

Desktop + Mobile Site

App

Newspaper

香港 01

Content

DIGITAL MEDIA
Leaderboard

（Desktop and Mobile Site）

HK01.com Website

Average PV Daily: 33M+
（as for Feb 2020）

立即下載　香港01 App

E: advertising@hk01.com

T: +852 3582 8733

970px/W x 250px/H
(for Desktop 1280)

970px/W x 90px/H
(for Desktop 1280)
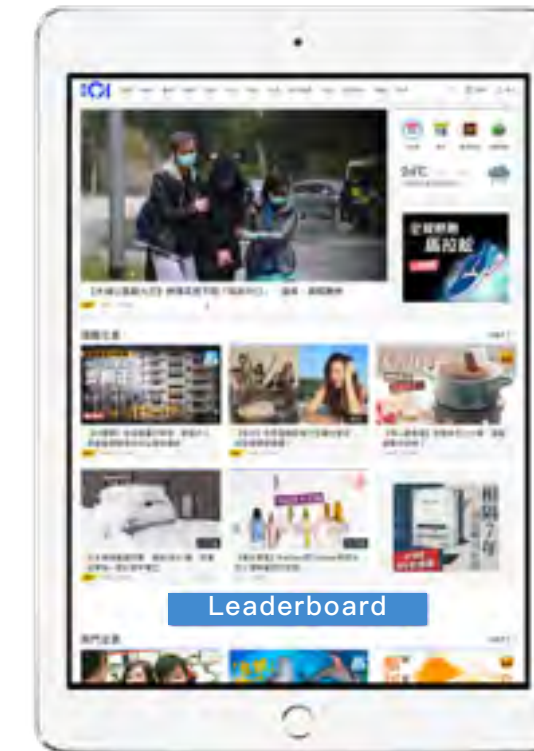
468px/W x 60px/H
(for Tablet)

728px/W x 90px/H
(for Desktop 960)

320px/W x 50px/H
(for Mobile)

320px/W x 100px/H
(for Mobile)

AD Format:

Leaderboard

Position:

HomePage
by Channel
ROS

AD Size:

970pxW x 250pxH / 970pxW x 90pxH (for Desktop 1280)
728pxW x 90pxH (for Desktop 960)
468pxW x 60pxH (for Tablet)
320pxW x 100pxH / 320pxW x 50pxH (for Mobile)

File Format

GIF/PNG/JPG: Under 1MB
html5: Under 500KB
Third Party Code

- *Proposed Availability on Mobile Phone with iOS 10+ or Android 6+*

General
1. All Ads must comply with HK01's ad policies and guidelines, where applicable. All creatives are subject to HK01's approval.
2. All Ads must be secured and fulfill the SSL compliance.
3. All Ads must be submitted at least 5 working days prior to the launch of campaign.
4. Supported Ads type includes GIF / JPG / PNG / HTML5.
5. Secured tags (**https://**) must be provided for ALL placements
6. Max Animation Duration: <= 10sec (GIF / HTML5)

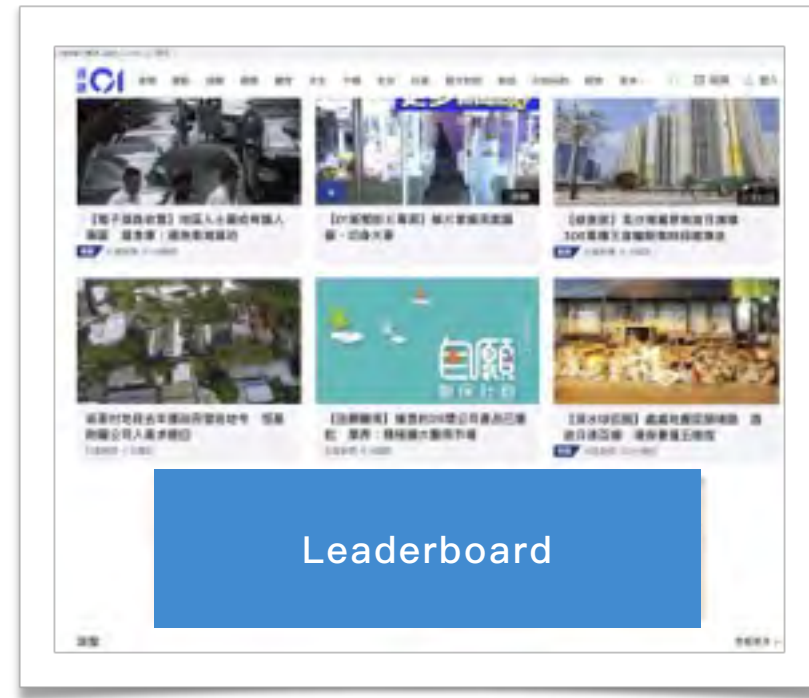# DIGITAL MEDIA
LREC

(Desktop and Mobile Site)

HK01.com Website

Average PV Daily: 33M+
（as for Feb 2020）

立即下載 香港01 App

E: advertising@hk01.com
T: +852 3582 8733

300px/W x 250px/H
(for Desktop 1280 / 960)

300px/W x 250px/H
(for Tablet)

300px/W x 250px/H
(for Mobile)

300px/W x 250px/H
(for Mobile)

General

1. All Ads must comply with HK01's ad policies and guidelines, where applicable.
   All creatives are subject to HK01's approval.
2. All Ads must be secured and fulfill the SSL compliance.
3. All Ads must be submitted at least 5 working days prior to the launch of campaign.
4. Supported Ads type includes GIF / JPG / PNG / HTML5.
5. Secured tags (**https://**) must be provided for ALL placements
6. Max Animation Duration: <= 10sec (GIF / HTML5)
LREC Video just served desktop website.

AD Format:
LREC1 & LREC2

Position:
HomePage
by Channel
ROS

AD Size:
300pxW x 250pxH - 1x
600pxW x 500pxH - 2x
Must Provide the 2 ad sizes

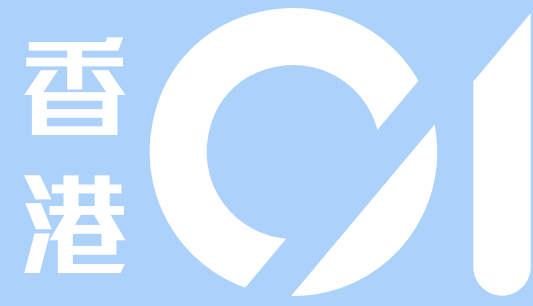| File Format |
| --- |
| GIF/PNG/JPG: Under 1MB |
| html5: Under 500KB |
| Third Party Code |

Video MP4*
30sec (Under 5MB)
1min (Under 8MB)

★*Video Format (MP4) Available for LREC 30% Loading*
 Applies to Standard Rate.
• *Proposed Availability on Mobile Phone with iOS 10+ or*
 Android 6+

DIGITAL MEDIA
Slider
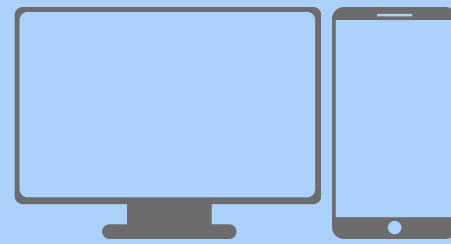
(Desktop and Mobile Site)

HK01.com Website

Average PV Daily: 33M+
(as for Feb 2020)

立即下載 香港01 App
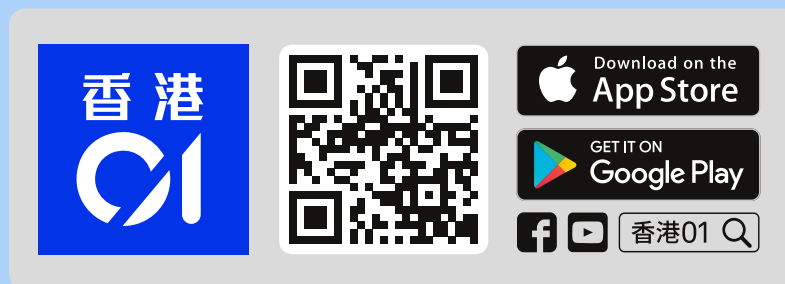
E: advertising@hk01.com
T: +852 3582 8733

1280px/W x 720px/H
(for Desktop)

Responsive
(for Tablet)

Responsive
(for Mobile)

AD Format:

Slider

Position:

HomePage

by Channel

AD Size:

1280pxW x 720pxH

File Format

PNG/JPG: Under 1MB

- *Can Only Display Sponsor Content*
- *Do Not Support Third Party Tracking*
- *Proposed Availability on Mobile Phone with iOS 10+ or Android 6+*

General
1. All Ads must comply with HK01's ad policies and guidelines, where applicable. All creatives are subject to HK01's approval.
2. All Ads must be secured and fulfill the SSL compliance.
3. All Ads must be submitted at least 5 working days prior to the launch of campaign.
4. Supported Ads type includes JPG / PNG.
5. Secured tags (**https://**) must be provided for ALL placements

DIGITAL MEDIA
Native AD

(Desktop and Mobile Site)

HK01.com Website

Average PV Daily: 33M+
(as for Feb 2020)

立即下載 香港01 App

E: advertising@hk01.com

T: +852 3582 8733

最新文章

426pxW x 240pxH

Native Ad Title

320pxW x 240pxH

Native Ad Title

Native AD for Desktop

Native AD for Mobile

AD Format:

Native AD

Position:

最新文章

AD Size:

426pxW x 240pxH

(safe area 320pxW x 240pxH in center)

File Format

GIF/PNG/JPG: Under 1MB

- *maximum 25 characters including punctuation*
- *Apply to ALL Channel 內的最新文章*
- *Proposed Availability on Mobile Phone with iOS 10+ or Android 6+*

General
1. All Ads must comply with HK01's ad policies and guidelines, where applicable. All creatives are subject to HK01's approval.
2. All Ads must be secured and fulfill the SSL compliance.
3. All Ads must be submitted at least 5 working days prior to the launch of campaign.
4. Supported Ads type includes GIF / JPG.
5. Secured tags (**https://**) must be provided for ALL placements
6. Max Animation Duration: <= 10sec (GIF)

DIGITAL MEDIA
Catfish
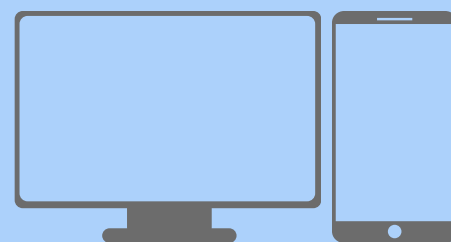
(Desktop and Mobile Site)

HK01.com Website

Average PV Daily: 33M+
(as for Feb 2020)

立即下載 香港01 App

E: advertising@hk01.com

T: +852 3582 8733
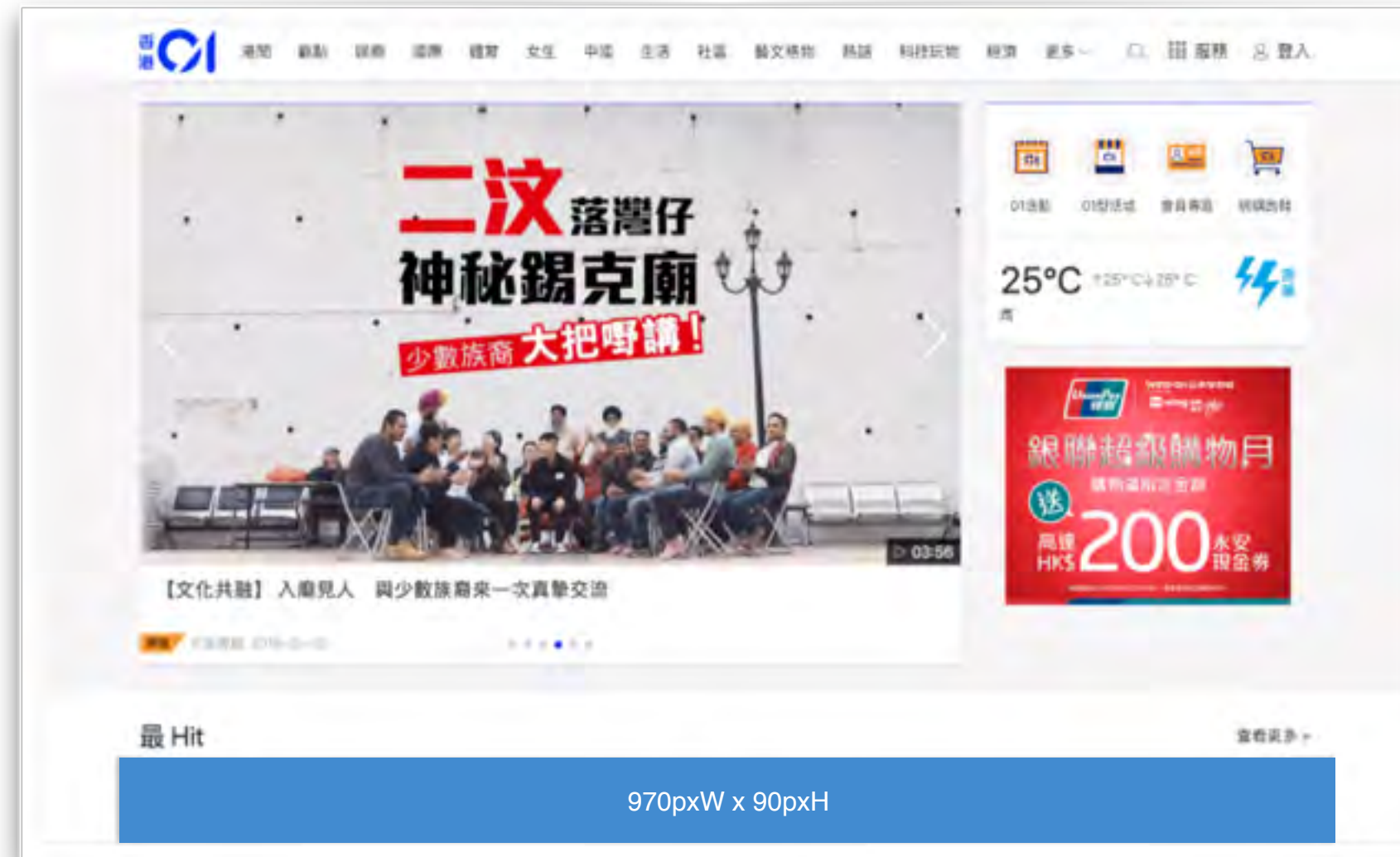
(for Desktop)

(for Tablet)

(for Mobile)

AD Format:

Catfish

Position:

HomePage

ROS

by Channel

AD Size:

970pxW x 90pxH (for Desktop 1280)

728pxW x 90pxH (for Desktop 960)

468pxW x 60pxH (for Tablet)

320pxW x 50pxH (for Mobile)

File Format

GIF/PNG/JPG: Under 1MB

html5: Under 500KB

- *Proposed Availability on Mobile Phone with iOS 10+ or Android 6+*

General
1. All Ads must comply with HK01's ad policies and guidelines, where applicable. All creatives are subject to HK01's approval.
2. All Ads must be secured and fulfill the SSL compliance.
3. All Ads must be submitted at least 5 working days prior to the launch of campaign.
4. Supported Ads type includes GIF / JPG / PNG / HTML5.
5. Secured tags (**https://**) must be provided for ALL placements
6. Max Animation Duration: <= 10sec (GIF / HTML5)

DIGITAL MEDIA
Navigation bar / Service bar / Promotion bar

(Desktop and Mobile Site)

Navigation Bar[1]

Service Bar[2]

Promotion Bar[2]

HK01.com Website

Average PV Daily: 33M+
（as for Feb 2020）

立即下載 香港01 App

E: advertising@hk01.com

T: +852 3582 8733

AD Format	AD Size	File Format	Position
Navigation bar[1]	/	Maximum 6 Characters Including Punctuation	ROS
Service bar[2]	PNG: 150pxW x 150pxH (min3 - max 10 item)	80-100 KB, service name 1-4 Characters	Homepage
Promotion bar[2]	PNG: 221pxW x 124pxH (16:9 Ratio)	150-250 KB, Promotion name 5-10 Characters	Homepage

• *This display AD format synchronously serve for Desktop and Mobile Website, cannot be set independently.*

General
1. All Ads must be submitted at least 7 working days prior to the launch of campaign.
2. All Ads must be submitted at least 3 working days prior to the launch of campaign.
3. All Ads must comply with HK01's ad policies and guidelines, where applicable. All creatives are subject to HK01's approval.
4. All Ads must be secured and fulfill the SSL compliance.
5. Supported Ads type includes JPG / PNG.
6. Secured tags (**https://**) must be provided for ALL placements

DIGITAL MEDIA
Pre-Roll Video
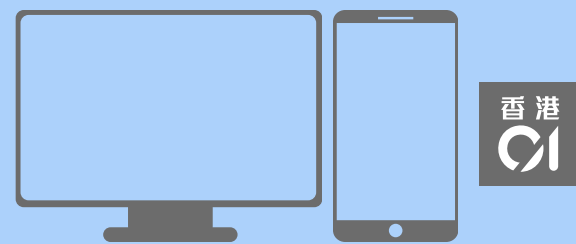
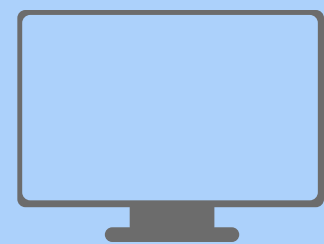(Desktop + Mobile Site + App)

HK01.com Website

Average PV Daily: 33M+
(as for Feb 2020)

立即下載 香港01 App
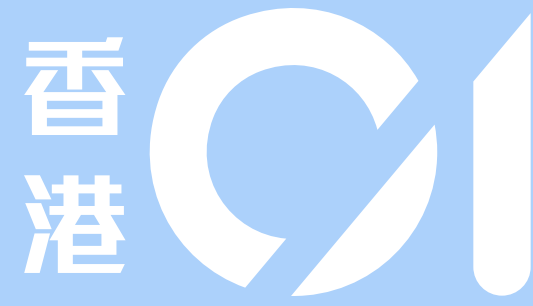

E: advertising@hk01.com

T: +852 3582 8733

(for Desktop)

(for Mobile Site)

(for App)

AD Format:
Pre-Roll Video

Position:
ROS

AD Size:
640 X 360V

File Format
mp4

Video MP4*
30sec (Under 5MB)
1min (Under 8MB)

- *Skippable (Preset skip time: 5sec)*
- *Ad Manager key value is not available*
- *Must provide click-through URL*
- *Proposed Availability on Mobile Phone with iOS 10+ or Android 6+*

General
1. All Ads must comply with HK01's ad policies and guidelines, where applicable. All creatives are subject to HK01's approval.
2. All Ads must be secured and fulfill the SSL compliance.
3. All Ads must be submitted at least 5 working days prior to the launch of campaign.
4. Supported Ads type includes GIF / JPG / PNG / HTML5.
5. Secured tags (**https://**) must be provided for ALL placements
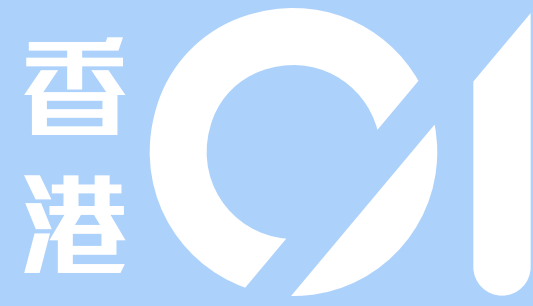
DIGITAL MEDIA
Gallery Sticky Ad

（Mobile Site + App）

HK01.com Website

Average PV Daily: 33M+
（as for Feb 2020）

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E: advertising@hk01.com

T: +852 3582 8733
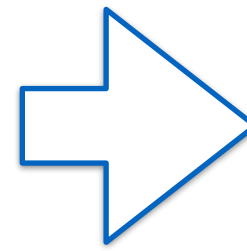
Click the photo
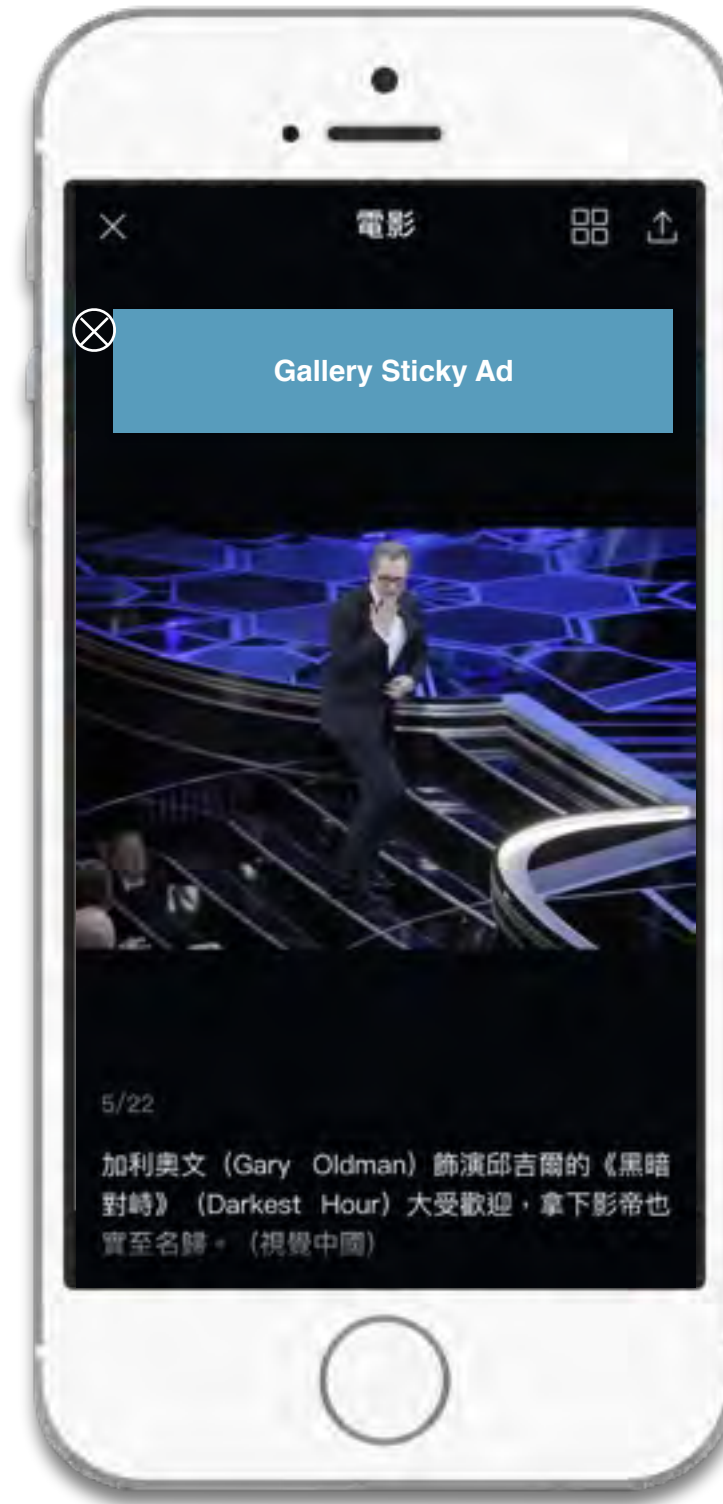
Gallery Sticky Ad

AD Format:

Gallery Sticky AD

Position:

App (ROA)

Mobile Site (ROS)

AD Size:

320pxW x 100pxH

320pxW x 50pxH

File Format

GIF/PNG/JPG: Under 1MB

html5: Under 500KB

- *Proposed Availability on Mobile Phone with iOS 10+ or Android 6+*

General
1. All Ads must comply with HK01's ad policies and guidelines, where applicable. All creatives are subject to HK01's approval.
2. All Ads must be secured and fulfill the SSL compliance.
3. All Ads must be submitted at least 5 working days prior to the launch of campaign.
4. Supported Ads type includes GIF / JPG / PNG / HTML5.
5. Secured tags (**https://**) must be provided for ALL placements
6. Max Animation Duration: <= 10sec (GIF / HTML5)

DIGITAL MEDIA
TOP Video

(Mobile Site Only)

HK01.com Website

Average PV Daily: 33M+
(as for Feb 2020)

立即下載 香港01 App

E: advertising@hk01.com

T: +852 3582 8733

4:3 (for Example)

16:9 (for Example)

Top Video

Top Video

AD Format:
TOP Video

Position:
ROS
Article

AD Size:
4:3 / 16:9

File Format
mp4
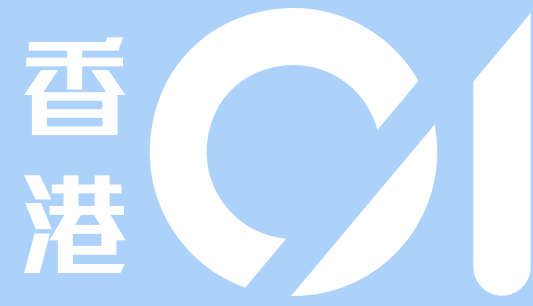
Video MP4*
30sec (Under 5MB)
1min (Under 8MB)

- *Support Ad Manager Control Panel (Click to Play or Auto Play Video)*
- *Proposed Availability on Mobile Phone with iOS 10+ or Android 6+*

General
1. All Ads must comply with HK01's ad policies and guidelines, where applicable. All creatives are subject to HK01's approval.
2. All Ads must be secured and fulfill the SSL compliance.
3. All Ads must be submitted at least 5 working days prior to the launch of campaign.
4. Supported Video Format type includes MP4.
5. Secured tags (**https://**) must be provided for ALL placements
* TOP Video just served Mobile Site Article.

DIGITAL MEDIA
Mobile Cube

(Mobile Site Only)

HK01.com Website

Average PV Daily: 33M+
(as for Feb 2020)

立即下載 香港01 App

E: advertising@hk01.com

T: +852 3582 8733

Creative1

Scroll Left or Right the

Creative Creative

Scroll Left or Right the

Creative Creative1
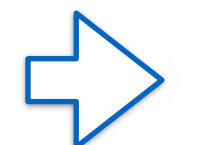
300px/W x 300px/H
(for Mobile Site)

300px/W x 300px/H
(for Mobile Site)

300px/W x 300px/H
(for Mobile Site)

AD Format:
Mobile Cube

Position:
ROS

AD Size:
300pxW x 300pxH X 4

File Format
GIF / PNG / JPG: Under 1MB

- *Cube Contains 4 Different Visuals While Each Cube Can Land to a Corresponding URL*
- *Proposed Availability on Mobile Phone with iOS 10+ or Android 6+*

General
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2. All Ads must be secured and fulfill the SSL compliance.
3. All Ads must be submitted at least 5 working days prior to the launch of campaign.
4. Supported Ads type includes GIF / JPG / PNG.
5. Secured tags (**https://**) must be provided for ALL placements

DIGITAL MEDIA
Mobile Site Splash AD

（Mobile Site Only）

HK01.com Website

Average PV Daily: 33M+
（as for Feb 2020）

立即下載 香港01 App

Download on the App Store
GET IT ON Google Play
香港01

E: advertising@hk01.com
T: +852 3582 8733

Mobile Site
Splash AD
(for iOS)

Mobile Site
Splash AD
(for Android)

80px
80px
Close Button Spec

AD Format:
Mobile Site Splash AD
Frequency Cap3 per day

Mobile Phone
iOS + Android

Position:
ROS
by Channel

AD Size:
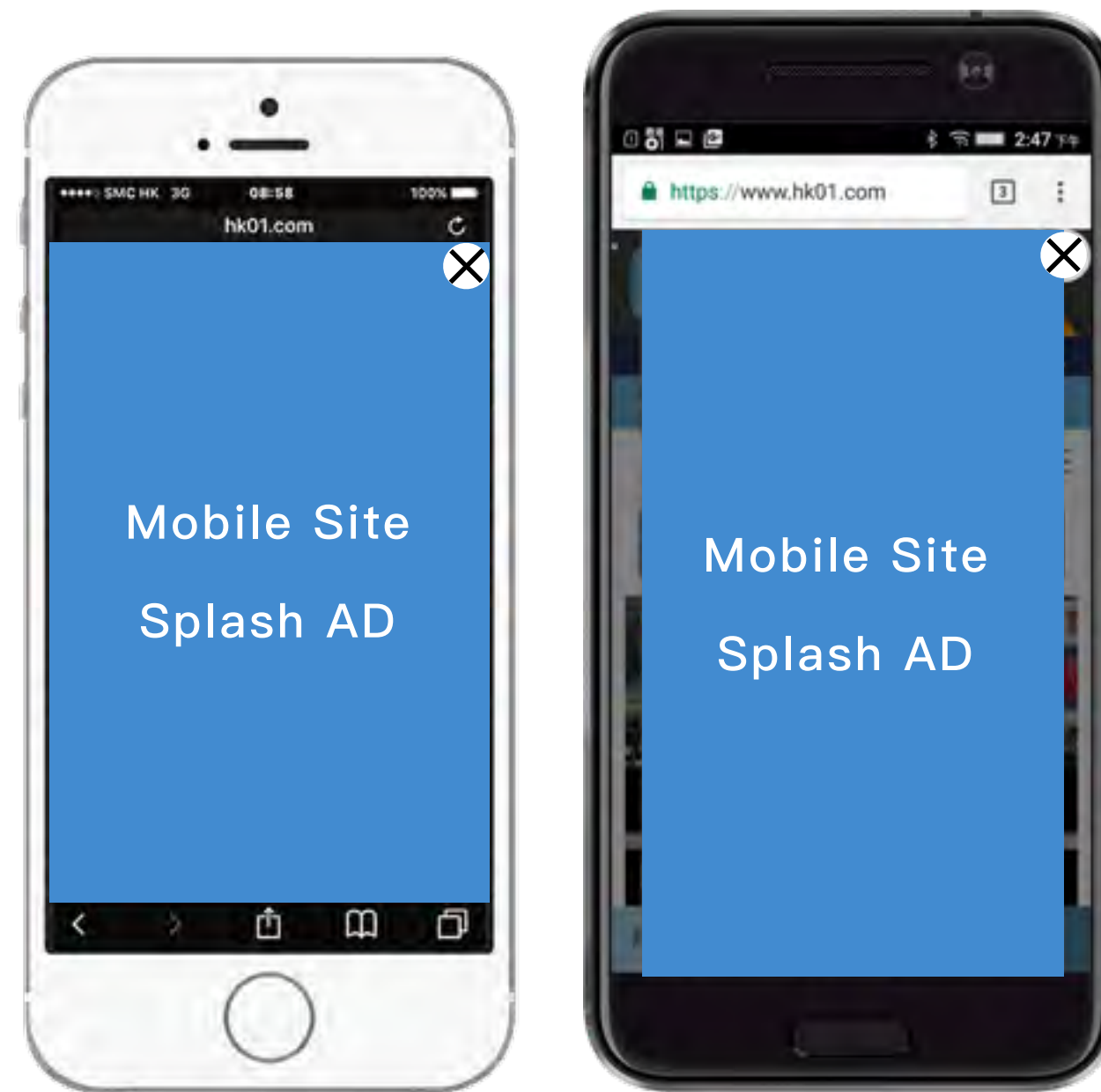640pxW x 1136pxH

File Format
GIF/PNG/JPG: Under 1MB
html5: Under 500KB
Third Party Code

Video MP4 (16:9 / 4:3)
12sec (Under 5MB)

- *Proposed Availability on Mobile Phone with iOS 10+ or Android 6+*
- *Not Availability in Chrome browser*

General
1. All Ads must comply with HK01's ad policies and guidelines, where applicable. All creatives are subject to HK01's approval.
2. All Ads must be secured and fulfill the SSL compliance.
3. All Ads must be submitted at least 5 working days prior to the launch of campaign.
4. Supported Ads type includes GIF / JPG / PNG / HTML5.
5. Secured tags (**https://**) must be provided for ALL placements
6. Max Animation Duration: <= 10sec (GIF / HTML5)
7. frequency cap: 3 per day

DIGITAL MEDIA
Interscroller

(Mobile Site Only)

HK01.com Website

Average PV Daily: 33M+
(as for Feb 2020)

立即下載 香港01 App

Download on the App Store
GET IT ON Google Play

香港01 Q

E: advertising@hk01.com

T: +852 3582 8733
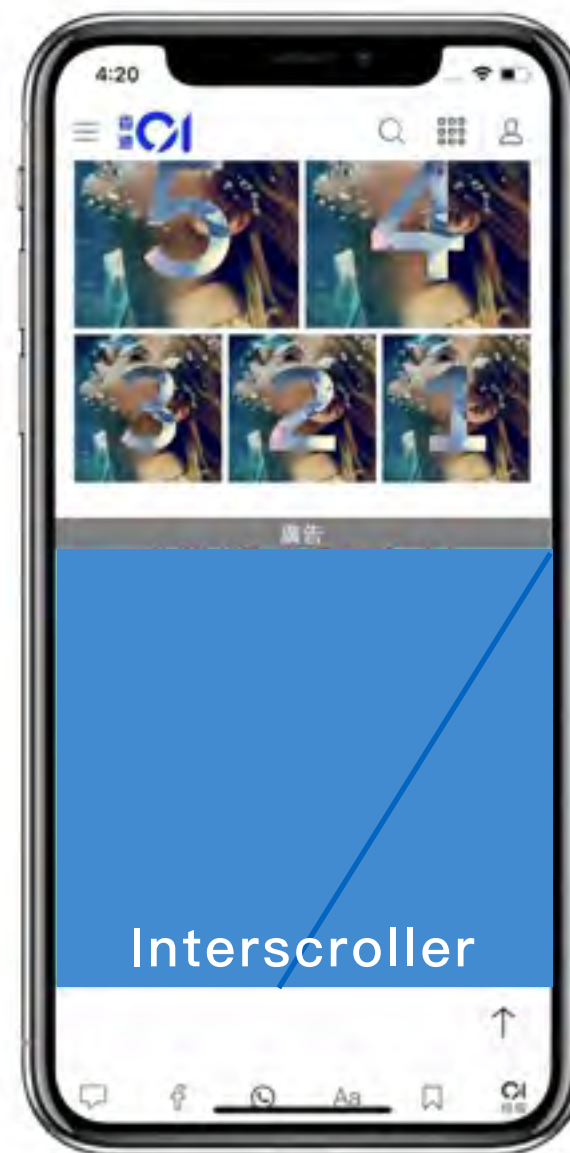
AD Format:
Interscroller

AD Size:
300pxW X 480pxH 1X；600pxW X 960pxH 2X

• *Must Provide the 2 ad sizes for each format*

Position:
by Channel

File Format
GIF/PNG/JPG: Under 1MB

• *Proposed Availability on Mobile Phone with iOS 10+ or Android 6+*

General
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2. All Ads must be secured and fulfill the SSL compliance.
3. All Ads must be submitted at least 5 working days prior to the launch of campaign.
4. Supported Ads type includes GIF / JPG / PNG.
5. Secured tags (**https://**) must be provided for ALL placements
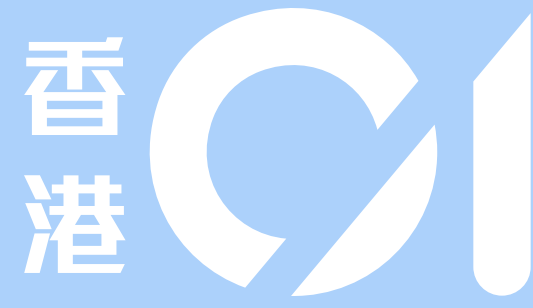
DIGITAL MEDIA
Mobile Cards

(Mobile Site Only)

HK01.com Website

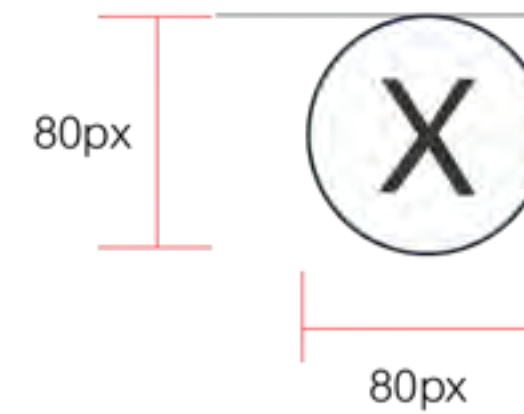Average PV Daily: 33M+
(as for Feb 2020)

立即下載 香港01 App

E: advertising@hk01.com
T: +852 3582 8733

| 640pxW x 427pxH Image1 | + | 640pxW x 427pxH Image 2 | + | 640pxW x 427pxH Image 3 | + | 640pxW x 427pxH Image 4 | + | 640pxW x 427pxH Image 5 |

swipe the pictures can show another visual

AD Format:
Mobile Cards

Position:
ROS

AD Size:
640pxW x 427pxH

File Format
GIF/PNG/JPG: Under 1MB

- *Serve 5 Images and Click Link Support up to 5*
- *Proposed Availability on Mobile Phone with iOS 10+ or Android 6+*

General
1. All Ads must comply with HK01's ad policies and guidelines, where applicable. All creatives are subject to HK01's approval.
2. All Ads must be secured and fulfill the SSL compliance.
3. All Ads must be submitted at least 5 working days prior to the launch of campaign.
4. Supported Ads type includes GIF / JPG / PNG / HTML5
5. Secured tags (**https://**) must be provided for ALL placements

DIGITAL MEDIA
Mobile Stretch

（Mobile Site Only）

HK01.com Website

Average PV Daily: 33M+
（as for Feb 2020）

立即下載 香港01 App

E: advertising@hk01.com

T: +852 3582 8733
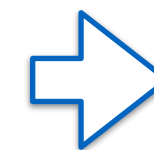
Click the Banner Will Be Expand the AD Visual
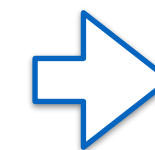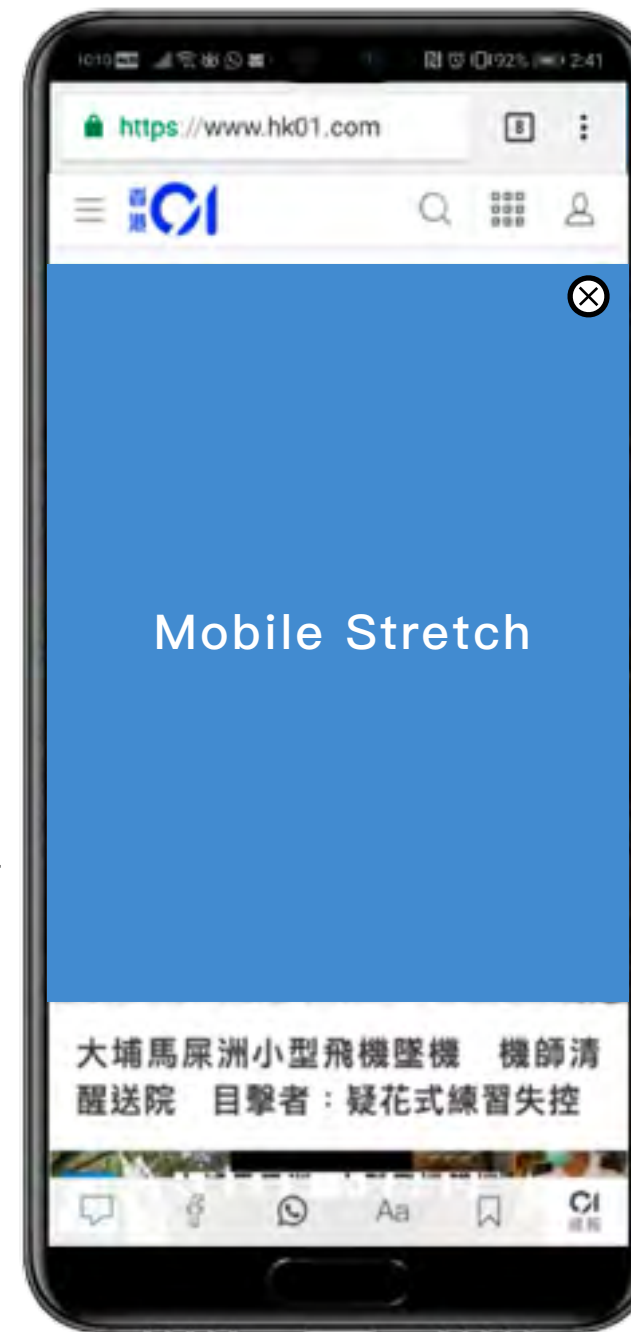
Click Close Button Will Be Fall Back to Original Banner
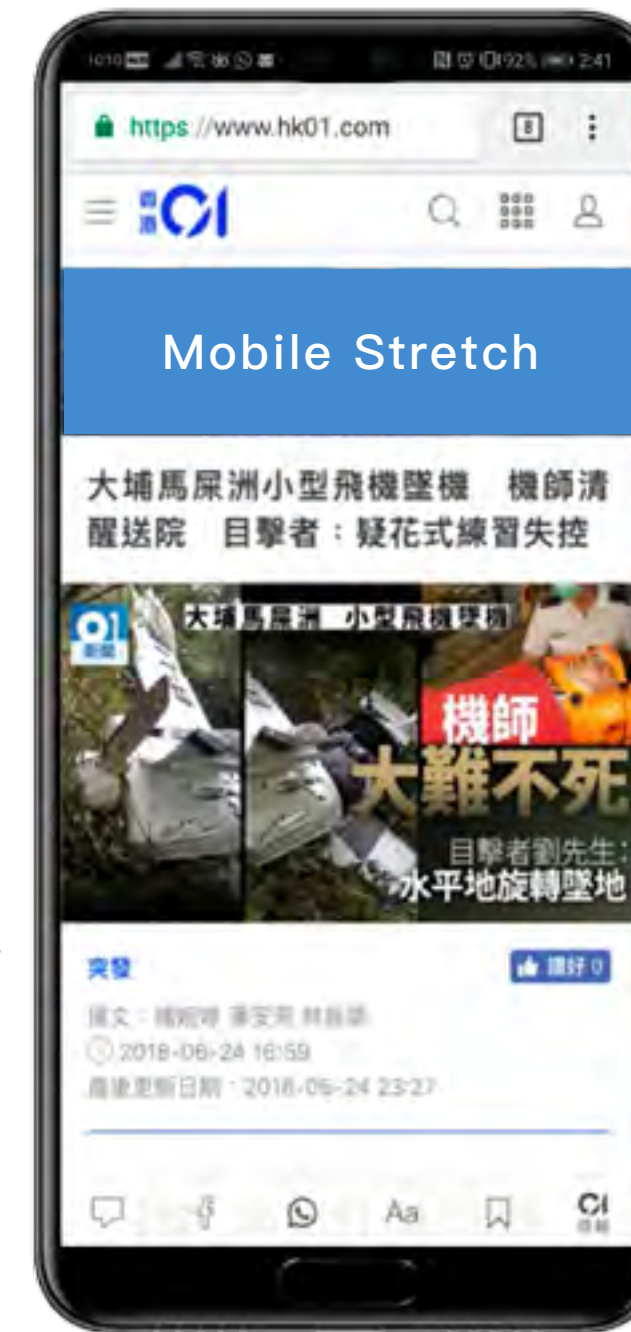
AD Format:
Mobile Stretch

Position:
ROS

AD Size:
360pxW x 100pxH (Original)
360pxW x 440pxH (Expanded)
Must Provide the 2 ad sizes

File Format
GIF/PNG/JPG: Under 1MB

- *Proposed Availability on Mobile Phone with iOS 10+ or Android 6+*

General
1. All Ads must comply with HK01's ad policies and guidelines, where applicable. All creatives are subject to HK01's approval.
2. All Ads must be secured and fulfill the SSL compliance.
3. All Ads must be submitted at least 5 working days prior to the launch of campaign.
4. Supported Ads type includes GIF / JPG / PNG / HTML5.
5. Secured tags (**https://**) must be provided for ALL placements
6. Max Animation Duration: <= 10sec (GIF / HTML5)

DIGITAL MEDIA
## Mobile Engage (Pull1)

(Mobile Site Only)

HK01.com Website

Average PV Daily: 33M+
(as for Feb 2020)

立即下載 香港01 App
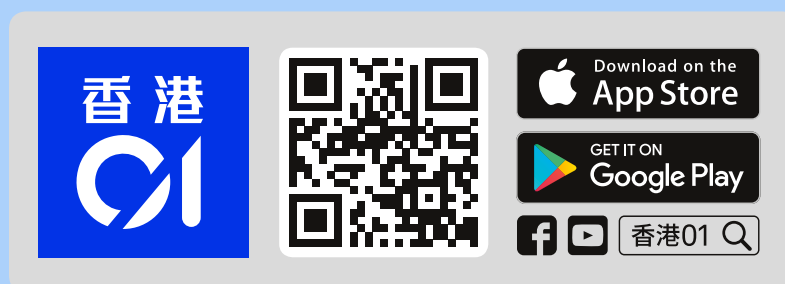
E: advertising@hk01.com

T: +852 3582 8733
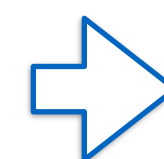
Touch the Banner And Slide Up Will Be Show the Visual

Mobile Engage
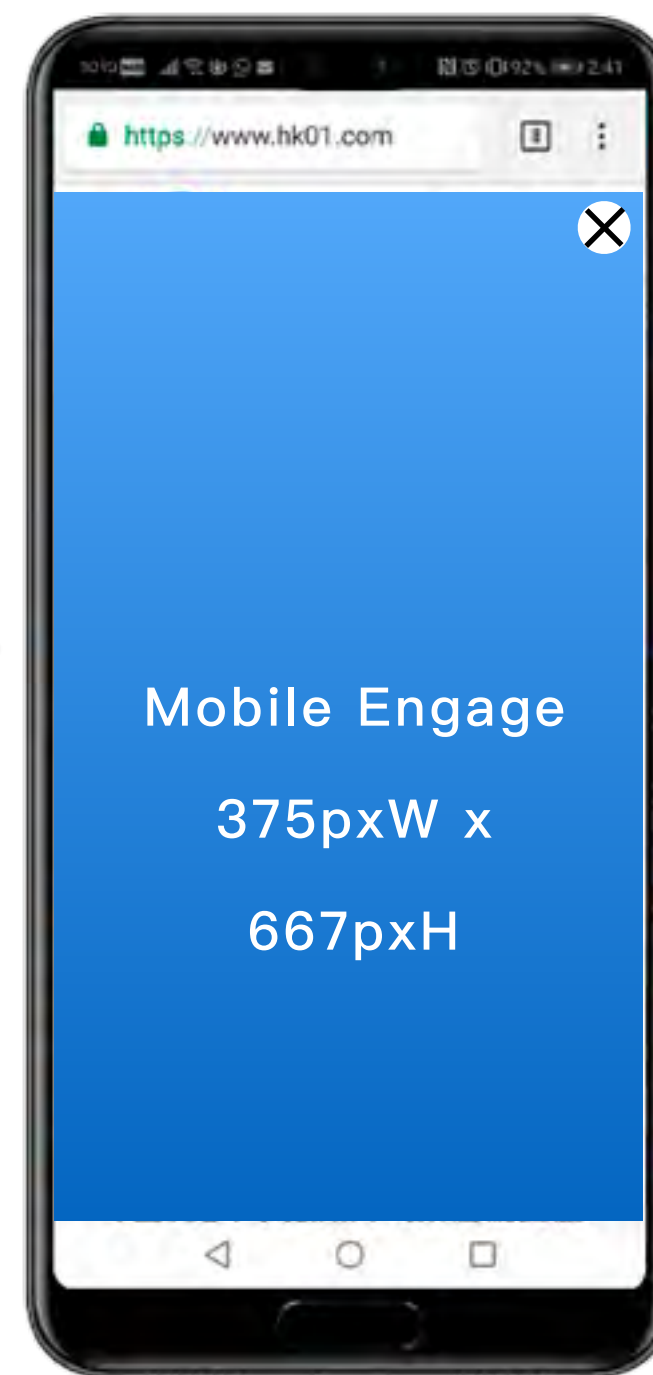
375pxW x 667pxH

Tab the Close Button, Fall Back to Original Banner

AD Format:
Mobile Engage(Pull1)

Position:
ROS

AD Size:
320pxW x 50pxH (Original)
375pxW x 667pxH (Expanded)

Must Provide the 2 ad sizes

File Format
GIF/PNG/JPG: Under 1MB

• *Proposed Availability on Mobile Phone with iOS 10+ or Android 6+*

General
1. All Ads must comply with HK01's ad policies and guidelines, where applicable. All creatives are subject to HK01's approval.
2. All Ads must be secured and fulfill the SSL compliance.
3. All Ads must be submitted at least 5 working days prior to the launch of campaign.
4. Supported Ads type includes GIF / JPG / PNG / HTML5.
5. Secured tags (**https://**) must be provided for ALL placements
6. Max Animation Duration: <= 10sec (GIF / HTML5)

DIGITAL MEDIA
Mobile Engage (Pull2)

📱

(Mobile Site Only)

HK01.com Website

Average PV Daily: 33M+

(as for Feb 2020)

立即下載 香港01 App
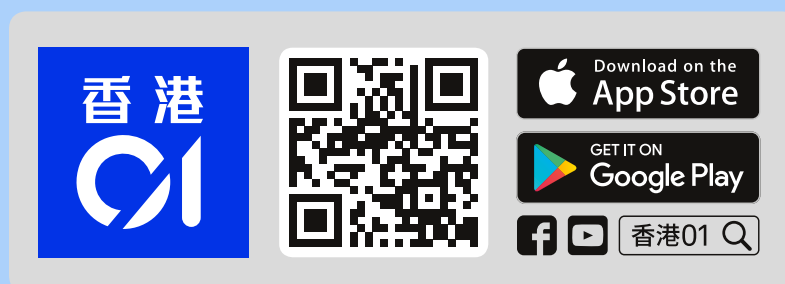
E: advertising@hk01.com

T: +852 3582 8733
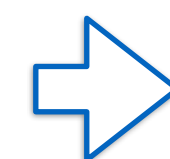
Scroll Up the Page Will Be Expand Large Visual

Mobile Engage
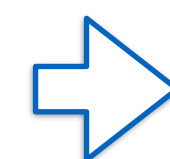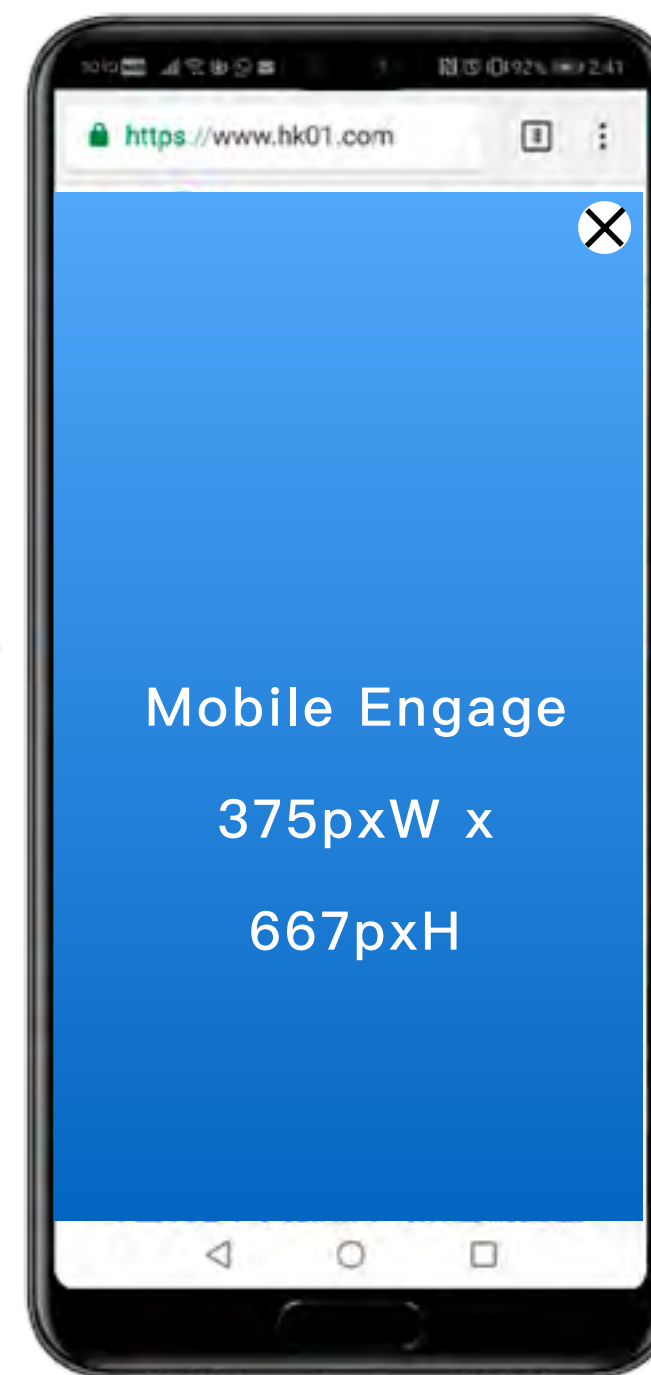
375pxW x

667pxH

Tab the Close Button, Fall Back to Original Banner

AD Format:

Mobile Engage(Pull2)

Position:

ROS

AD Size:

320pxW x 50pxH (Original)
375pxW x 667pxH (Expanded)

Must Provide the 2 ad sizes

File Format

GIF/PNG/JPG: Under 1MB

- *Proposed Availability on Mobile Phone with iOS 10+ or Android 6+*

General
1. All Ads must comply with HK01's ad policies and guidelines, where applicable. All creatives are subject to HK01's approval.
2. All Ads must be secured and fulfill the SSL compliance.
3. All Ads must be submitted at least 5 working days prior to the launch of campaign.
4. Supported Ads type includes GIF / JPG / PNG / HTML5.
5. Secured tags (**https://**) must be provided for ALL placements
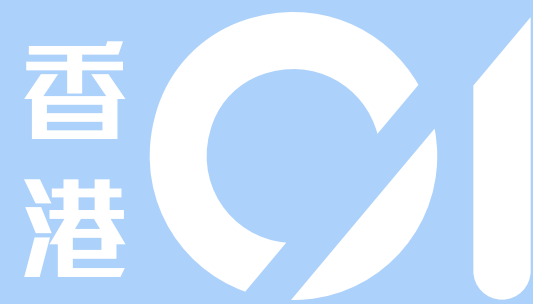6. Max Animation Duration: <= 10sec (GIF / HTML5)

DIGITAL MEDIA
Mobile Engage (Swipe)

(Mobile Site Only)

HK01.com Website

Average PV Daily: 33M+
(as for Feb 2020)

立即下載 香港01 App

E: advertising@hk01.com

T: +852 3582 8733

Slide to the Right, Show the Visual

Mobile Engage

375pxW x

667pxH

And Tab the Close Button Fall Back to Original Banner

AD Format:
Mobile Engage (Swipe)

Position:
ROS

AD Size:
320pxW x 50pxH (Original)
375pxW x 667pxH (Expanded)
Must Provide the 2 ad sizes

File Format
GIF/PNG/JPG: Under 1MB

- *Proposed Availability on Mobile Phone with iOS 10+ or Android 6+*

General
1. All Ads must comply with HK01's ad policies and guidelines, where applicable. All creatives are subject to HK01's approval.
2. All Ads must be secured and fulfill the SSL compliance.
3. All Ads must be submitted at least 5 working days prior to the launch of campaign.
4. Supported Ads type includes GIF / JPG / PNG / HTML5.
5. Secured tags (**https://**) must be provided for ALL placements
6. Max Animation Duration: <= 10sec (GIF / HTML5)

DIGITAL MEDIA
Mobile Engage (Tap)

(Mobile Site Only)

HK01.com Website

Average PV Daily: 33M+
(as for Feb 2020)

立即下載 香港01 App

E: advertising@hk01.com

T: +852 3582 8733

Touch the banner will expand large Visual

Mobile Engage
375pxW x 250pxH

Tab the banner and slide up will show all the Visual

Mobile Engage
375pxWx 667pxH

Tab the Close Button, Fall Back to Original Banner
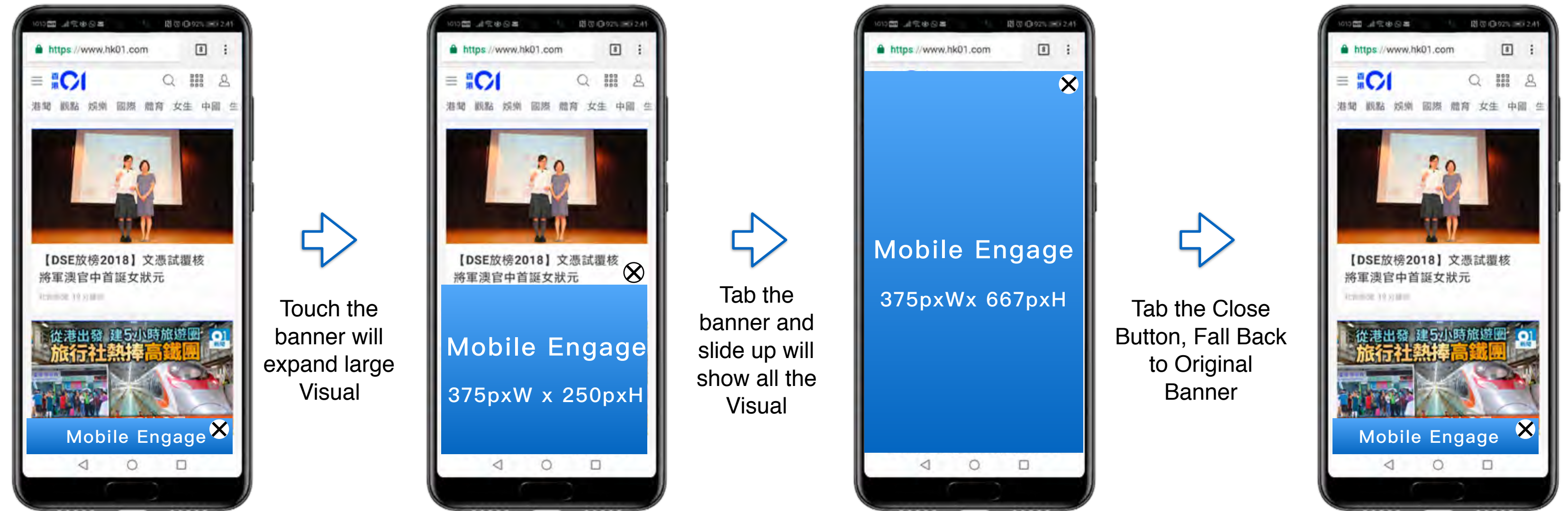
Mobile Engage

AD Format:
Mobile Engage (Tap)

Position:
ROS

AD Size:
320pxW x 50pxH (Original)
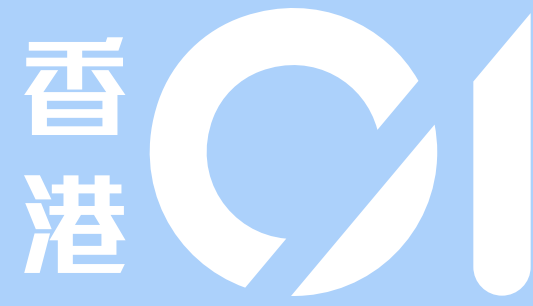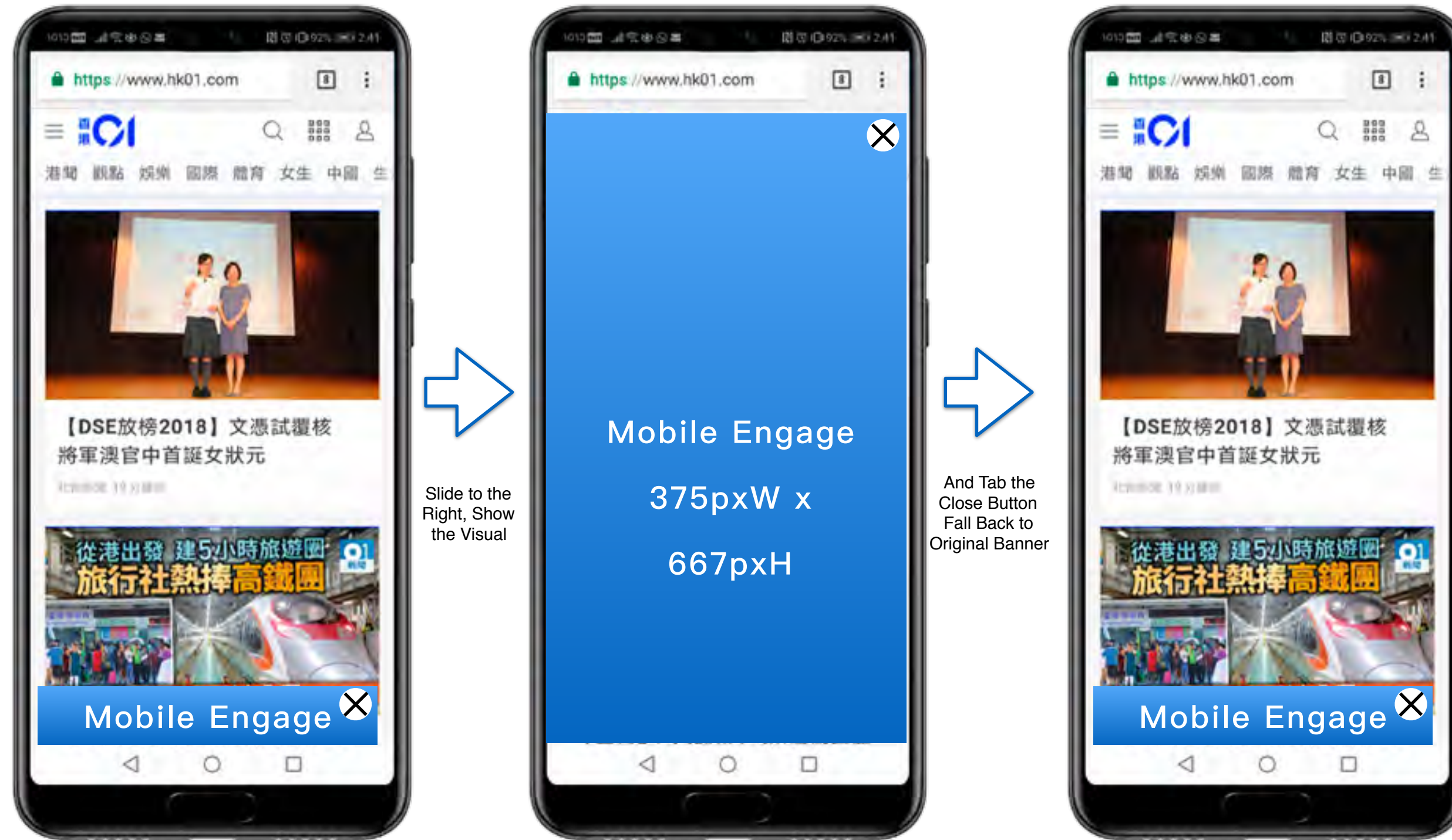375pxW x 667pxH (Expanded)

Must Provide the 2 ad sizes

File Format
GIF/PNG/JPG: Under 1MB

- *Proposed Availability on Mobile Phone with iOS 10+ or Android 6+*

General
1. All Ads must comply with HK01's ad policies and guidelines, where applicable. All creatives are subject to HK01's approval.
2. All Ads must be secured and fulfill the SSL compliance.
3. All Ads must be submitted at least 5 working days prior to the launch of campaign.
4. Supported Ads type includes GIF / JPG / PNG / HTML5.
5. Secured tags (**https://**) must be provided for ALL placements
6. Max Animation Duration: <= 10sec (GIF / HTML5)

DIGITAL MEDIA
Floating AD
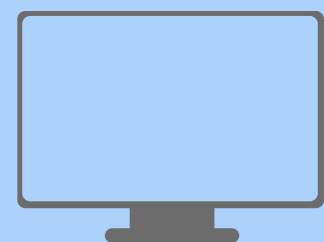
(Desktop)

HK01.com Website

Average PV Daily: 33M+
（as for Feb 2020）

300pxW x 250pxH

Floating AD for Desktop

AD Format:
Mobile Engage (Only screen width more than 1008px)

Position:
Homepage
ROS

AD Size:
300pxW x 250pxH

File Format
GIF/JPG: Under 1MB
HTML5: Under 500KB

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General
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2. All Ads must be secured and fulfill the SSL compliance.
3. All Ads must be submitted at least 5 working days prior to the launch of campaign.
4. Supported Ads type includes GIF / JPG / PNG / HTML5.
5. Secured tags (**https://)** must be provided for ALL placements
6. Max Animation Duration: <= 10sec (GIF / HTML5)

DIGITAL MEDIA
Premium Balloon

(Desktop)

HK01.com Website

Average PV Daily: 33M+
(as for Feb 2020)

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Click the Button

AD Format:	AD Size:
Premium Balloon	300pxW x 250pxH

Position:	File Format
ROS	GIF/PNG/JPG: Under 1MB
	MP4: 30sec (Under 5MB)
	1min (Under 8MB)

General
1. All Ads must comply with HK01's ad policies and guidelines, where applicable. All creatives are subject to HK01's approval.
2. All Ads must be secured and fulfill the SSL compliance.
3. All Ads must be submitted at least 5 working days prior to the launch of campaign.
4. Supported Ads type includes GIF / JPG / PNG / HTML5.
5. Secured tags (**https://**) must be provided for ALL placements
6. Max Animation Duration: <= 10sec (GIF / HTML5)

DIGITAL MEDIA
Expandable Crazy Ad
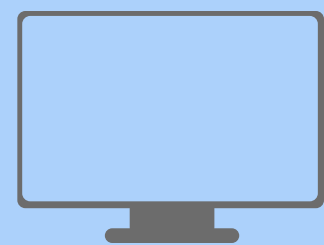
(Desktop)

HK01.com Website

Average PV Daily: 33M+
(as for Feb 2020)

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900pxW x 500pxH

When land to the page will popup expanded image, will auto collapse after 15sec or closed by client and change to large LREC

AD Format:
Expandable Crazy Ad

Position:
ROS

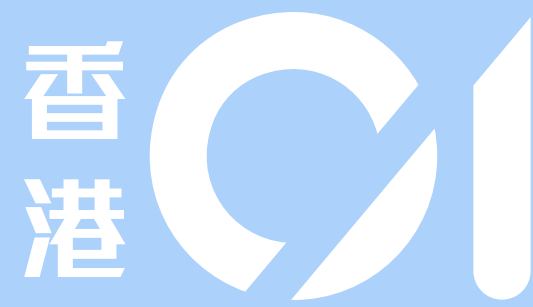| AD Size: |
|---|
| 300pxW x 250pxH (Original) |
| 900pxW x 500pxH (Expanded) |

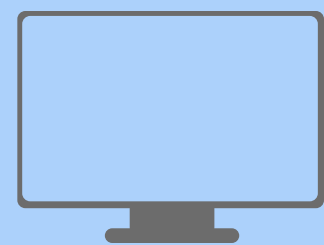*Must Provide the 2 ad sizes*

File Format
GIF/PNG/JPG: Under 1MB

General
1. All Ads must comply with HK01's ad policies and guidelines, where applicable. All creatives are subject to HK01's approval.
2. All Ads must be secured and fulfill the SSL compliance.
3. All Ads must be submitted at least 5 working days prior to the launch of campaign.
4. Supported Ads type includes GIF / JPG / PNG / HTML5.
5. Secured tags (**https://**) must be provided for ALL placements
6. Max Animation Duration: <= 10sec (GIF / HTML5)
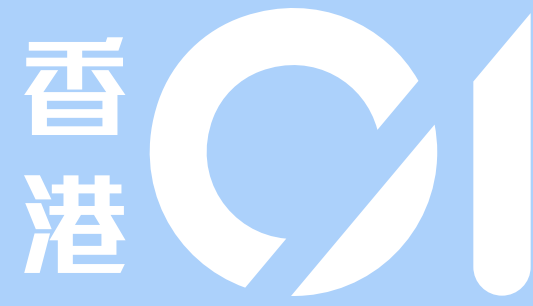
DIGITAL MEDIA
Balloon Video

(Desktop)

HK01.com Website

Average PV Daily: 33M+
(as for Feb 2020)

立即下載 香港01 App
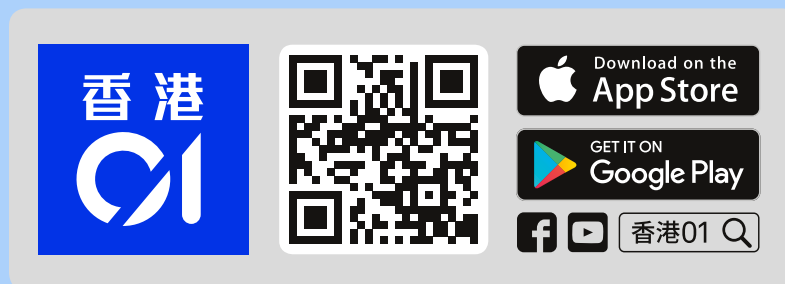
E: advertising@hk01.com

T: +852 3582 8733
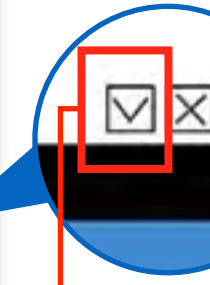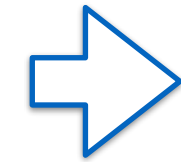
Click the button

AD Format:
Balloon Video

Position:
ROS

AD Size:
500pxW x 260pxH (16:9)
500pxW x 50pxH (Hold Banner)

Must Provide the 2 ad sizes

File Format
MP4

Video MP4*
30sec (Under 5MB)
1min (Under 8MB)

- *Support AD Manager Control Panel (Click to Play or Auto Play Video)*

General
1. All Ads must comply with HK01's ad policies and guidelines, where applicable. All creatives are subject to HK01's approval.
2. All Ads must be secured and fulfill the SSL compliance.
3. All Ads must be submitted at least 5 working days prior to the launch of campaign.
4. Supported Ads type includes GIF / JPG / PNG / HTML5.
5. Secured tags (**https://**) must be provided for ALL placements
6. Max Animation Duration: <= 10sec (GIF / HTML5)
* *Premium Balloon Video just served desktop website.*

DIGITAL MEDIA
Skyscraper
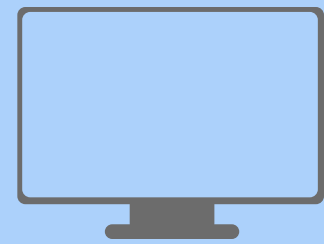
(Desktop)

HK01.com Website

Average PV Daily: 33M+
(as for Feb 2020)

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AD Format:
Skyscraper

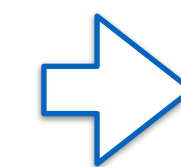| AD Size: |
| --- |
| 120pxW x 600pxH |

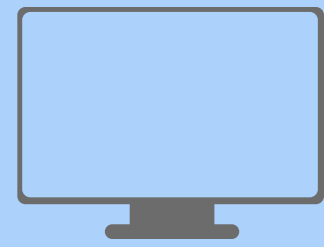| Position: |
| --- |
| ROS |

File Format
GIF / PNG / JPG: Under 1MB
HTML5: Under 500KB

General
1. All Ads must comply with HK01's ad policies and guidelines, where applicable. All creatives are subject to HK01's approval.
2. All Ads must be secured and fulfill the SSL compliance.
3. All Ads must be submitted at least 5 working days prior to the launch of campaign.
4. Supported Ads type includes GIF / JPG / PNG / HTML5.
5. Secured tags (**https://**) must be provided for ALL placements
6. Max Animation Duration: <= 10sec (GIF / HTML5)

DIGITAL MEDIA
Splash AD

(App)

香港01 App

(iOS + Android)
•No. of Download：2.77m+
(as for Feb 2020)

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E: advertising@hk01.com

T: +852 3582 8733
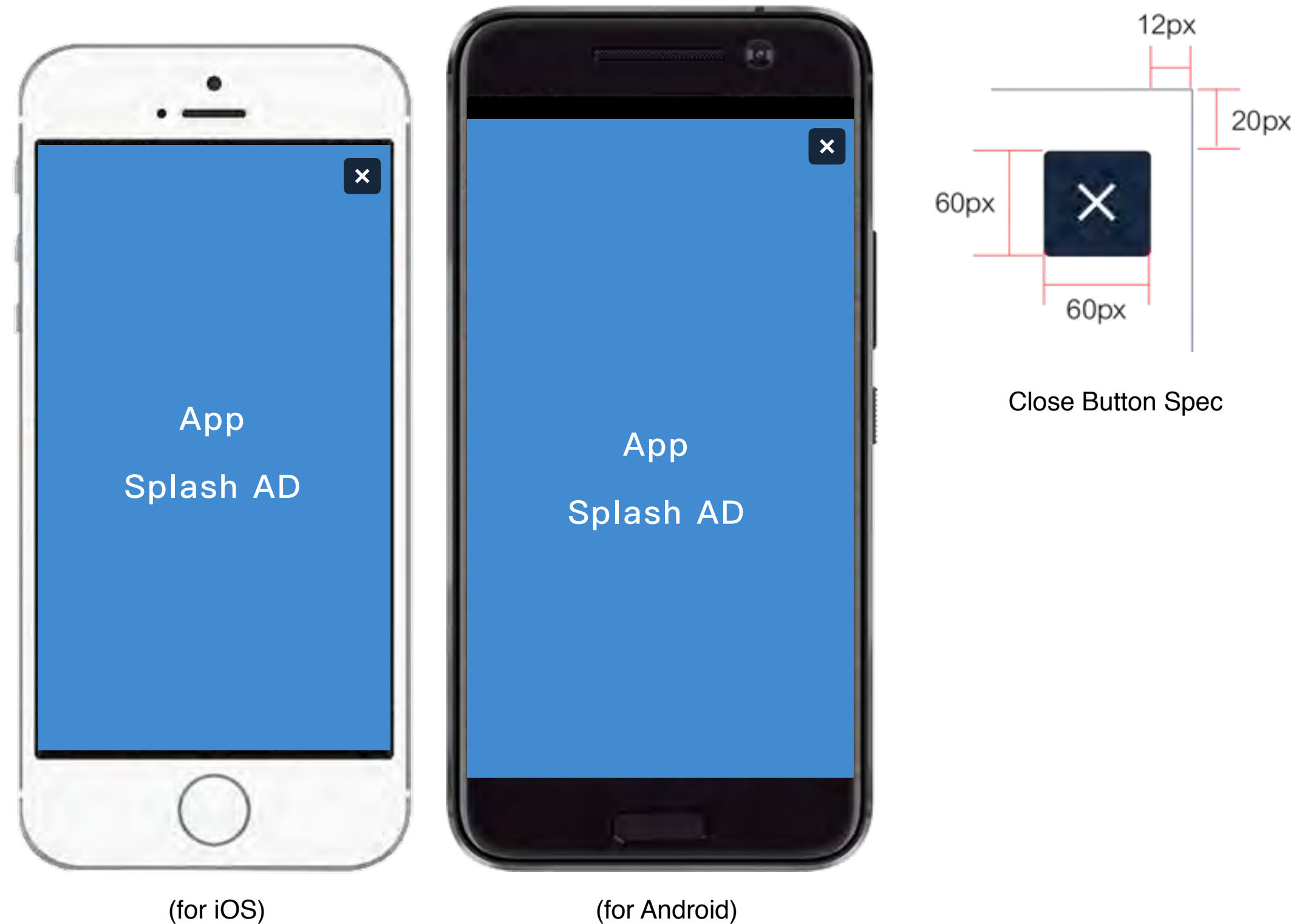
(for iOS)   (for Android)

Close Button Spec

AD Format:
App Splash AD

Frequency Cap3 per day

Mobile Phone
iOS + Android

AD Size:
640pxW x 1136pxH

File Format
GIF/PNG/JPG: Under 1MB
html5: Under 500KB
Third Party Code

Video MP4 (16:9 / 4:3)
12sec (Under 5MB)

- *Proposed availability on Mobile Phone with iOS 10+ or Android 6+*

General
1. All Ads must comply with HK01's ad policies and guidelines, where applicable. All creatives are subject to HK01's approval.
2. All Ads must be secured and fulfill the SSL compliance.
3. All Ads must be submitted at least 5 working days prior to the launch of campaign.
4. Supported Ads type includes GIF / JPG / PNG / HTML5.
5. Secured tags (**https://**) must be provided for ALL placements
6. Max Animation Duration: <= 10sec (GIF / HTML5)
7. Frequency cap: 3 per day

DIGITAL MEDIA
Weather Splash AD

香港01
(App)

香港01 App

（iOS + Android）
•No. of Download：2.77m+
（as for Feb 2020）

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香港01

Download on the **App Store**

GET IT ON **Google Play**

香港01 Q

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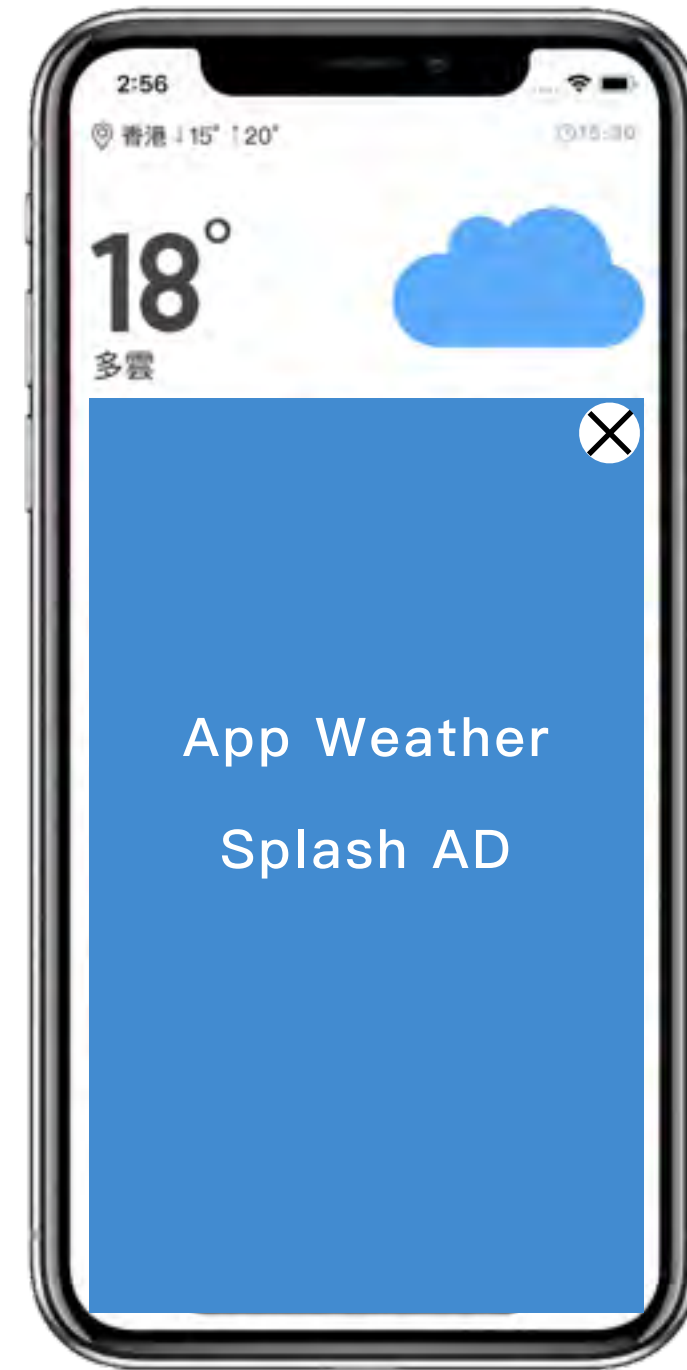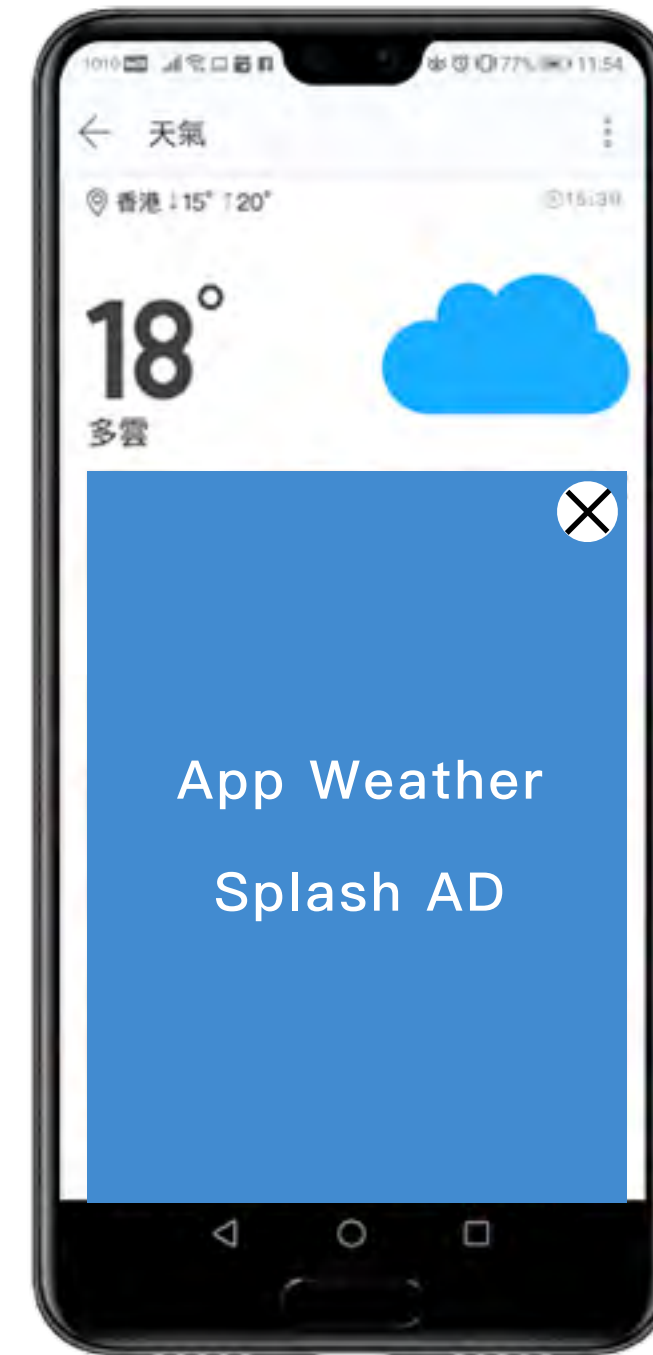
(for iOS)　　　　　(for Android)

AD Format:

Weather Splash AD

Frequency Cap3 per day

Mobile Phone

iOS + Android

AD Size:

640pxW x 1136pxH (html5/GIF/PNG/JPG)

576pxW x 1024pxH (MP4:16:9 / 4:3)

File Format

• GIF/PNG/JPG: Under 1MB

• html5: Under 500KB

• Third Party Code

Video MP4*

• 12sec (Under 5MB)

• *Proposed availability on Mobile Phone with iOS 10+ or Android 6+*

General
1. All Ads must comply with HK01's ad policies and guidelines, where applicable. All creatives are subject to HK01's approval.
2. All Ads must be secured and fulfill the SSL compliance.
3. All Ads must be submitted at least 5 working days prior to the launch of campaign.
4. Supported Ads type includes GIF / JPG / PNG / HTML5.
5. Secured tags (**https://)** must be provided for ALL placements
6. Max Animation Duration: <= 10sec (GIF / HTML5)
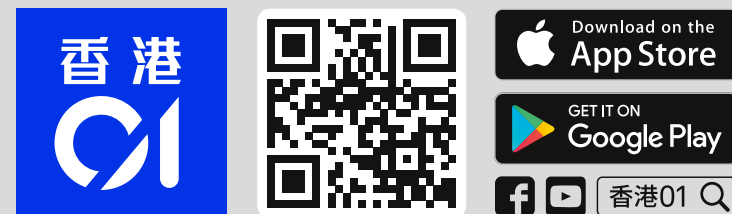7. Frequency cap: 3 per day

DIGITAL MEDIA
Catfish

香港01
(App)

香港01 App

（iOS + Android）
•No. of Download：2.77m+
（as for Feb 2020）

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(for iOS)

(for Android)

App Weather Catfish

App Weather Catfish

AD Format:

Catfish

Mobile Phone

iOS + Android

AD Size:

300pxW x 100pxH

File Format

•PNG/JPG: Under 100KB

• *Proposed availability on Mobile Phone with iOS 10+ or Android 6+*

General
1. All Ads must comply with HK01's ad policies and guidelines, where applicable. All creatives are subject to HK01's approval.
2. All Ads must be secured and fulfill the SSL compliance.
3. All Ads must be submitted at least 5 working days prior to the launch of campaign.
4. Supported Ads type includes JPG / PNG.
5. Secured tags (**https://**) must be provided for ALL placements
6. Max Animation Duration: <= 10sec (GIF / HTML5)

DIGITAL MEDIA
Sponsor Content / Branded Content
(Position: 3rd / 9th / 15th Article appearance)

香港01
(App)

香港01 App

(iOS + Android)
•No. of Download：2.77m+
(as for Feb 2020)

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Position:
3rd Article Appearance

Position:
9th Article Appearance

Position:
15th Article Appearance

Position	AD Article Appearance Position	Time	Ad Size
App	Position 3th / 9th / 15th article appearance	1 day	1200pxW x 675pxH

DIGITAL MEDIA
Scroll AD

推薦
Scroll Ad 1: display after 4th Articles
Scroll Ad 2: display underneath four articles after Scroll Ad 1

一般頻道
Scroll Ad 1: display after 1st Article
Scroll Ad 2: display underneath three articles after Scroll Ad 1

香港01
(App)

香港01 App

(iOS + Android)

•No. of Download：2.77m+

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App Scroll AD 300x250
(for iOS)

App Scroll AD 300x250
(for Android)

App Scroll AD 320x480
(for iOS)

App Scroll AD 320x480
(for Android)
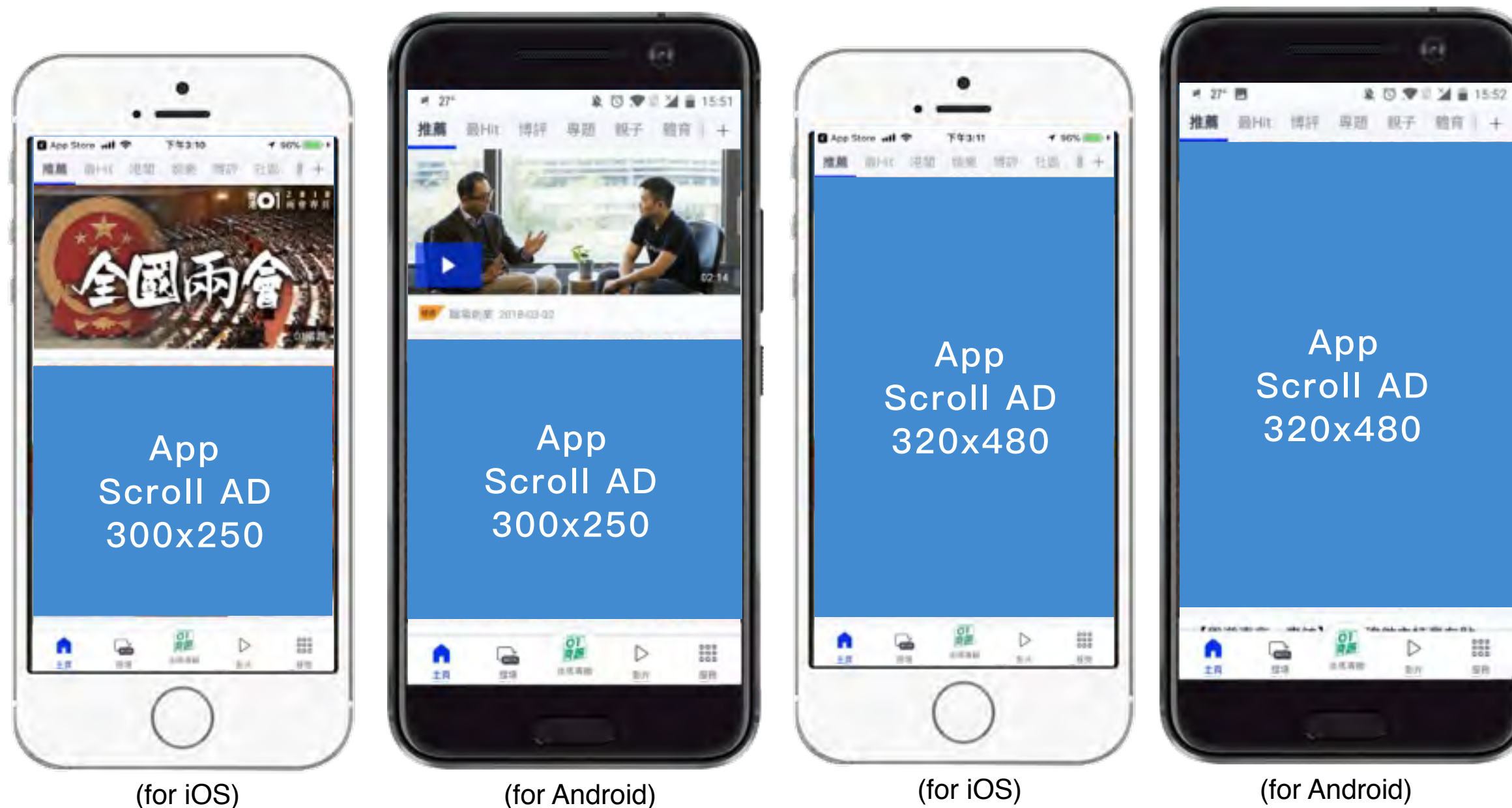
AD Format:
Scroll AD1
Scroll AD2

AD Size:
300pxW x 250pxH - 1x
600pxW x 500pxH - 2x
320pxW x 480pxH - 1x
640pxW x 960pxH - 2x

Must Provide the 2 ad sizes for each format

Position:
推薦 Recommendation, 頻道列表 Channel Listing, ROA Channel Listing

File Format
• GIF/PNG/JPG: Under 1MB
• html5: Under 500KB
• Third Party Code

Video MP4*
• 30sec (Under 5MB)
• 1min (Under 8MB)

General
1. All Ads must comply with HK01's ad policies and guidelines, where applicable. All creatives are subject to HK01's approval.
2. All Ads must be secured and fulfill the SSL compliance.
3. All Ads must be submitted at least 5 working days prior to the launch of campaign.
4. Supported Ads type includes GIF / JPG / PNG / HTML5.
5. Secured tags (**https://**) must be provided for ALL placements
6. Max Animation Duration: <= 10sec (GIF / HTML5)

DIGITAL MEDIA
Article AD
Position: Insert all Article News (Run of site)

香港01
(App)

香港01 App

(iOS + Android)
•No. of Download：2.77m+
(as for Feb 2020)

立即下載 香港01 App

Download on the App Store
GET IT ON Google Play
香港01
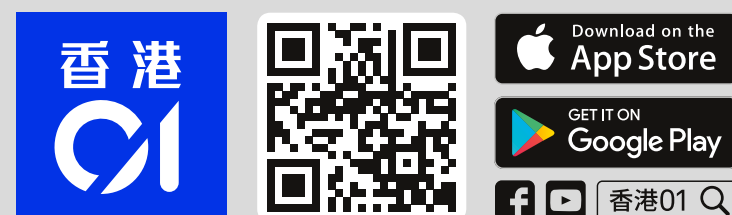
E: advertising@hk01.com

T: +852 3582 8733

AD Format:
Article AD
AD Size:
300pxW x 250pxH - 1x
600pxW x 500pxH - 2x

Must Provide the 2 ad sizes

File Format
• GIF/PNG/JPG: Under 1MB
• html5: Under 500KB
• Third Party Code
Video MP4
• 30sec (Under 5MB)
• 1min (Under 8MB)

App
Article AD

(for iOS)

App
Article AD

(for Android)

General
1. All Ads must comply with HK01's ad policies and guidelines, where applicable. All creatives are subject to HK01's approval.
2. All Ads must be secured and fulfill the SSL compliance.
3. All Ads must be submitted at least 5 working days prior to the launch of campaign.
4. Supported Ads type includes GIF / JPG / PNG / HTML5.
5. Secured tags (**https://**) must be provided for ALL placements
6. Max Animation Duration: <= 10sec (GIF / HTML5)

DIGITAL MEDIA
Gallery AD
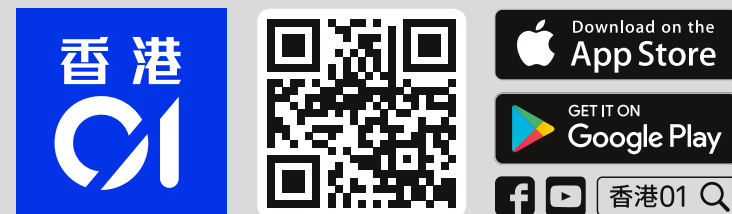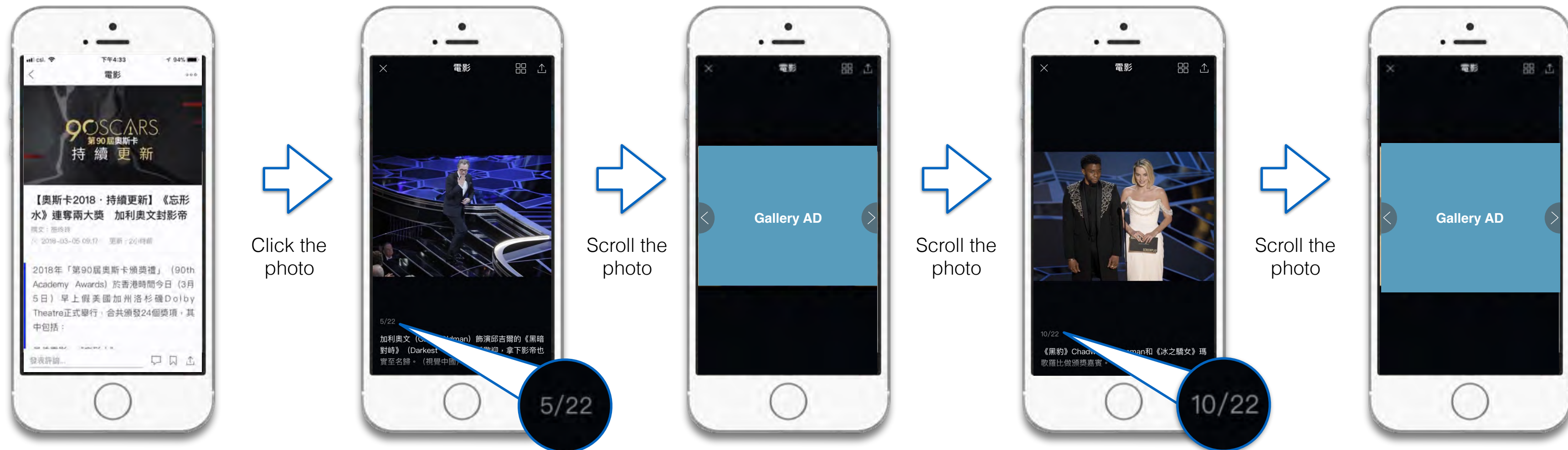(Position: Insert all Article News (Run of site)
each 5 photo appearance)

(App)

香港01 App

(iOS + Android)

•No. of Download：2.77m+

(as for Feb 2020)

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Click the photo

Scroll the photo

Scroll the photo

Scroll the photo

Gallery AD

5/22

10/22

Position:
each 5 photo appearance

Position:
each 5 photo appearance

AD Format:
Gallery AD

AD Size:
300pxW x 250pxH - 1x
600pxW x 500pxH - 2x

Must Provide the 2 ad sizes

File Format
• GIF/PNG/JPG: Under 1MB
• html5: Under 500KB

Video MP4
• 30sec (Under 5MB)
• 1min (Under 8MB)

General
1. All Ads must comply with HK01's ad policies and guidelines, where applicable. All creatives are subject to HK01's approval.
2. All Ads must be secured and fulfill the SSL compliance.
3. All Ads must be submitted at least 5 working days prior to the launch of campaign.
4. Supported Ads type includes GIF / JPG / PNG / HTML5.
5. Secured tags (**https://)** must be provided for ALL placements
6. Max Animation Duration: <= 10sec (GIF / HTML5)

DIGITAL MEDIA
Footnotes

香港01
(App)

香港01 App

(iOS + Android)
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Footnotes

Open the Article in HK01 App
and Click the share button

Choose the app you wish to share
(the article)

Position	AD Format
Article	Footnotes

• *Maximum 30 Characters Including Punctuation*

• *Choose Any Channel*

General
1. All Ads must comply with HK01's ad policies and guidelines, where applicable. All creatives are subject to HK01's approval.
2. All Ads must be submitted at least 7 working days prior to the launch of the campaign.
3. No Result for Footnotes data

DIGITAL MEDIA
Search bar / Navigation tab/ Service bar / Promotion bar

香港01
(App)

香港01 App

(iOS + Android)
•No. of Download：2.77m+
(as for Feb 2020)

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Search Bar[1]

Navigation tab[2]

Service bar[3]

Promotion bar[3]

AD Format	AD Size	File Format
Search bar[1]	/	Maximum 15 Characters Including Punctuation
Navigation tab[2]	/	Maximum 6 Characters Including Punctuation
Service bar[3]	PNG: 150pxW x 150pxH	80-100 KB, service name 1-4 Characters
Promotion bar[3]	PNG: 375pxW x 282pxH (4:3 Ratio)	150-250 KB, Promotion name 4-10 Characters

General
1. All Ads must be submitted at least 5 working days prior to the launch of the campaign.
2. All Ads must be submitted at least 7 working days prior to the launch of the campaign.
3. All Ads must be submitted at least 3 working days prior to the launch of the campaign.
4. All Ads must comply with HK01's ad policies and guidelines, where applicable. All creatives are subject to HK01's approval.

DIGITAL MEDIA
Service Button

(App)

香港01 App

(iOS + Android)
•No. of Download：2.77m+
(as for Feb 2020)

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Service Button[1]

AD Format	AD Size	File Format
Service Button[1]	PNG: between 64pxW x 64pxH - 150pxW x 150pxH	80-100 KB, service name 1-4 Characters

General
1. All Ads must be submitted at least 5 working days prior to the launch of the campaign.
2. All Ads must comply with HK01's ad policies and guidelines, where applicable. All creatives are subject to HK01's approval.
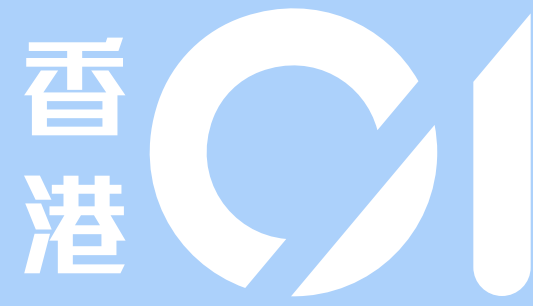
Digital Formats Specifications and Requirements (Web and App)

Specifications for HTML5 file type
- Frame rate: Up to 24 FPS
- All creative assets should be submitted in a single zip file.
- The .zip file must include ALL assets and reference code such as JavaScript libraries.
- There should be only 1 HTML file at the root of the package that starts the AD.
- Once the zip file is uncompressed, the ad (HTML file) must be viewable without a network connection.
- Recommend to minify/compress codes and images.
- Minimize file count. Recommended 10 requests.

General sound restriction for all ad is also applied:
- Sound restriction:

  Audio must be encoded at volume less than or equal to -12dB

  Audio effects must be user-initiated on click; audio settings must be set to 'off' by default.

  Users must have the option to mute all audio in the ad.

  Audio must end before or simultaneously with the ad.

LREC ad - Autoplay Video
- Dimension: 300 x250 / 16:9
- 3rd Party Serving / HTML 5 / MP4
- Duration of the Video: Max 1min, min 30 sec
- Max File size: 30 sec < 3MB / 1min < 5MB
- Supported Models: iOS, Android devices
- Control Panel: Must Have include HTML 5 file
- Auto play Once
- Mute Voice First
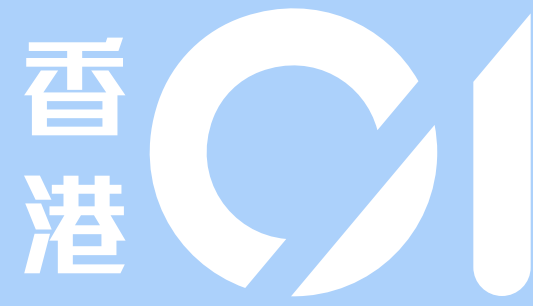- Provide Static Image 300x250

(we don't support Flash file type SWF)

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E: advertising@hk01.com

T: +852 3582 8733

Terms and Conditions

- Advertisements must conform to the Hong Kong Code of Advertising Practice and must accurately reflect the product and or service being advertised.
- Advertisements are subject to the publisher's approval and must always be recognizable as such and not resemble editorial matter.
- All claims made in advertisements must be capable of being supported by appropriate evidence and must be made available to the publisher upon request.
- The publication of an advertisement by the publisher does not constitute endorsement of the advertiser, its products or services.
- Space reserved by an advertiser must be paid in full where the advertisement is not published due to an act or omission by the advertiser. This includes advertisement material or copy that arrives after material deadline date.
- The publisher will not be liable for any loss or damage caused by amendment, error, late publication or non-publication from any cause whatsoever.
- The publisher will not accept liability for any error on the part of third parties or inaccurate copy instructions.
- The publisher reserves the right to publish the most appropriate copy should copy instructions not be received by the stipulated time.
- Artwork must be supplied as an electronic file in Ai or PDF format on a CD or by email. Alternatively, secured FTP transfer is available. Details can be supplied on request. Reproduction work, setting or amendments carry an additional charge of HK$1,000 per hour. Minimum studio charge is HK1,000.
- Payment for all advertisements is due on receipt of booking. Invoices for display advertisements must be settled immediately after the release of issue. Please refer to Point 17 for payment method.
- By signing the booking form, you commit to the space reserved and agree to the terms and conditions of booking herewith.
- We regret cancellations cannot be accepted after booking. Space reserved for which no artwork or copy is received by copy deadline date will be charged at the agreed rate as stated on the booking form.
- If we are asked to repeat an advertisement, we will always use the most recent copy published unless instructed otherwise.
- Series bookings are subject to a discount. Cancellation of the series at anytime will result in the forfeiture of the discount and may be charged retrospectively on any previous adverts which benefitted from the discount.
- Neither the publisher nor it's contractors and sub-contractors shall be liable for any consequential loss arising from non-publication of advertisement or from any errors or omissions contained in published copy/advertisement.
- Material which in the publisher's opinion could be considered blasphemous, obscene or offensive to readers will be censored or omitted from the publication. Where possible you will be advised to supply alternative copy. Point 5 shall apply if new copy is not received by copy deadline date.
- Please pay by telegraphic transfer or crossed cheque payable to "HK01 Company Limited" and send directly to our office located at 11/F, The Octagon, No. 6 Sha Tsui Road, Tsuen Wan, N.T. HK.

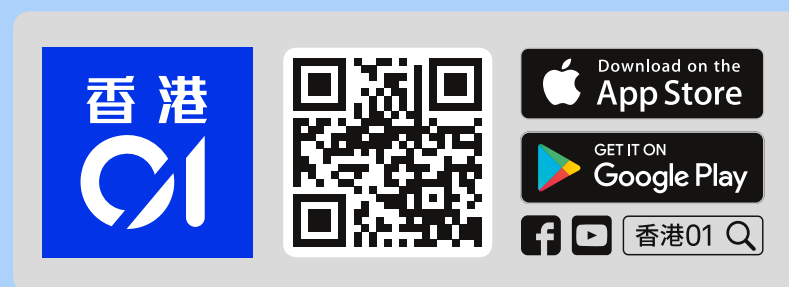立即下載 香港01 App

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A叠 Section A

B叠 Section B

贈閱點數目超過580+	
贈閱點種類	贈閱點百份比
專業機構如會計師樓、律師行等	26%
俱樂部、酒店、會所及其他等	25%
上市公司	23%
政府、非政府組織及學院等	16%
保險、餐飲及健康管理等	10%

發行點數目超過1,000+	
香港	澳門
報攤*	報攤
Circle K	Circle K
VanGo	

General
* 50% @商業中心區；30% @高級住宅區；20% @其它區域
^ 商業住宅區：中環、金鐘、銅鑼灣、太古城、尖沙咀等
　高級住宅區：中環、金鐘、半山區、跑馬地、南區、何文田等
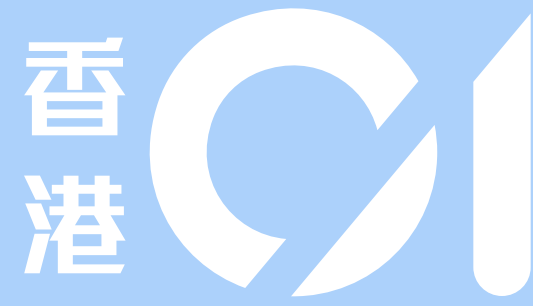
Newspaper

首期出版日期：2016年3月11日

出版日期: 逢星期一

零售價: 港幣$10

^ 發行點: 超過1,000間，包括 Circle K、
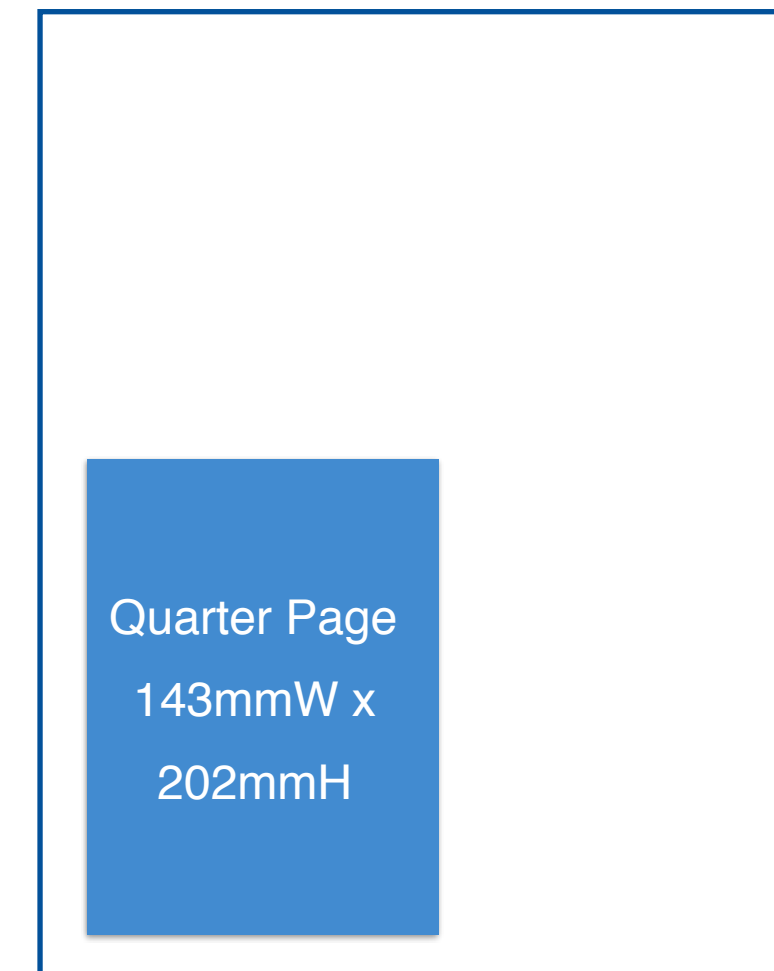報攤 (50%@商業中心區；30% @高級住宅區；
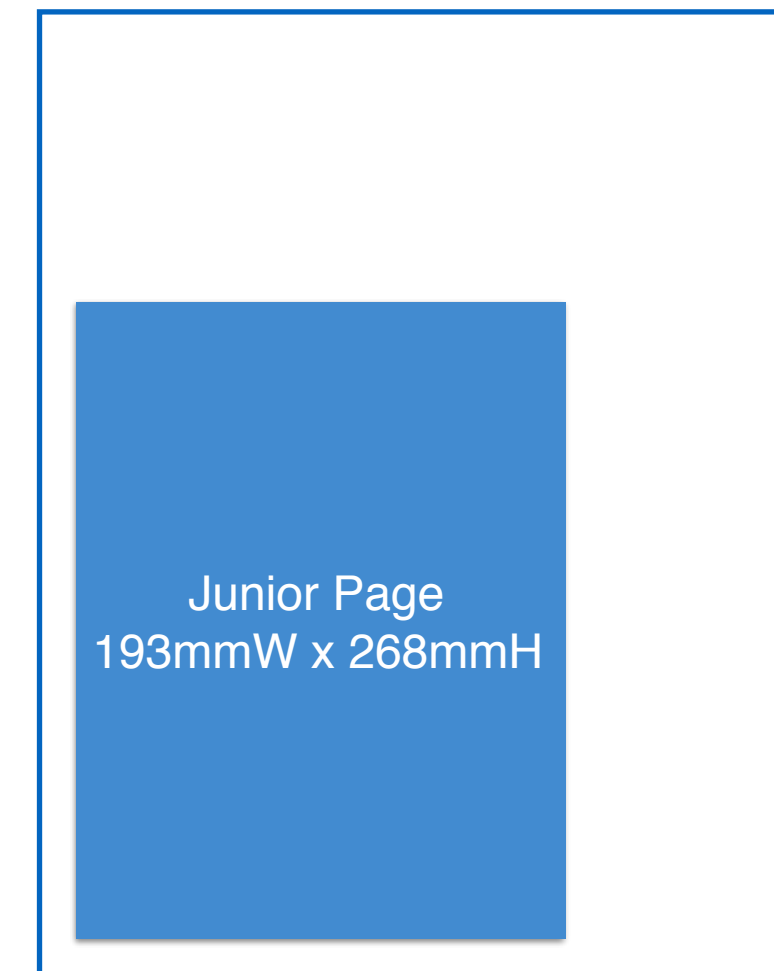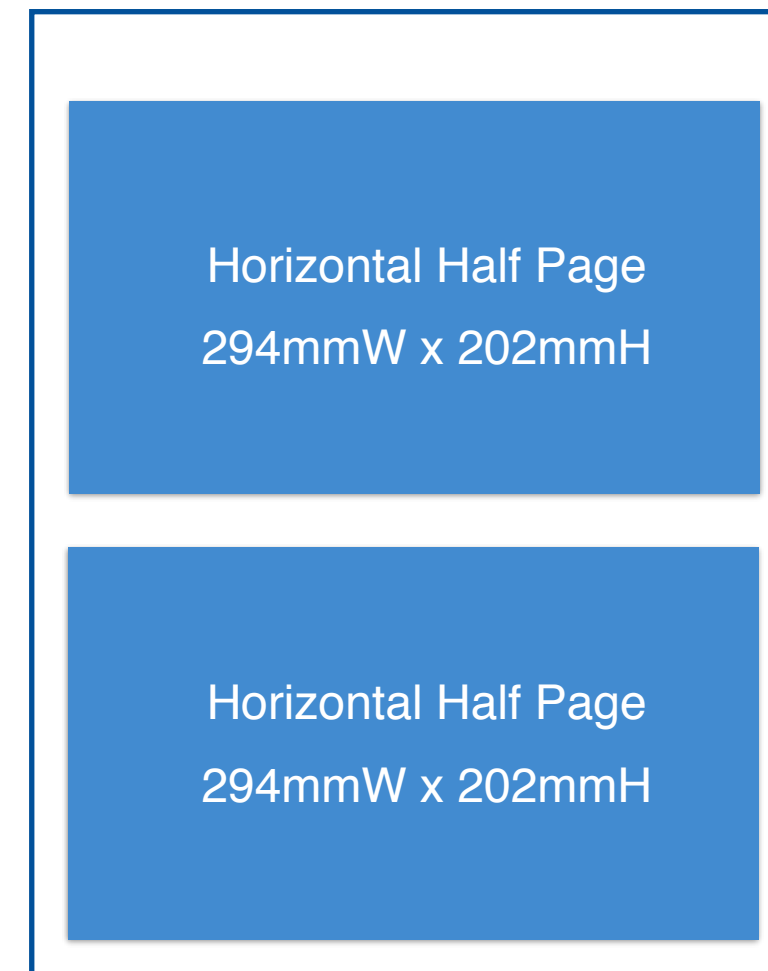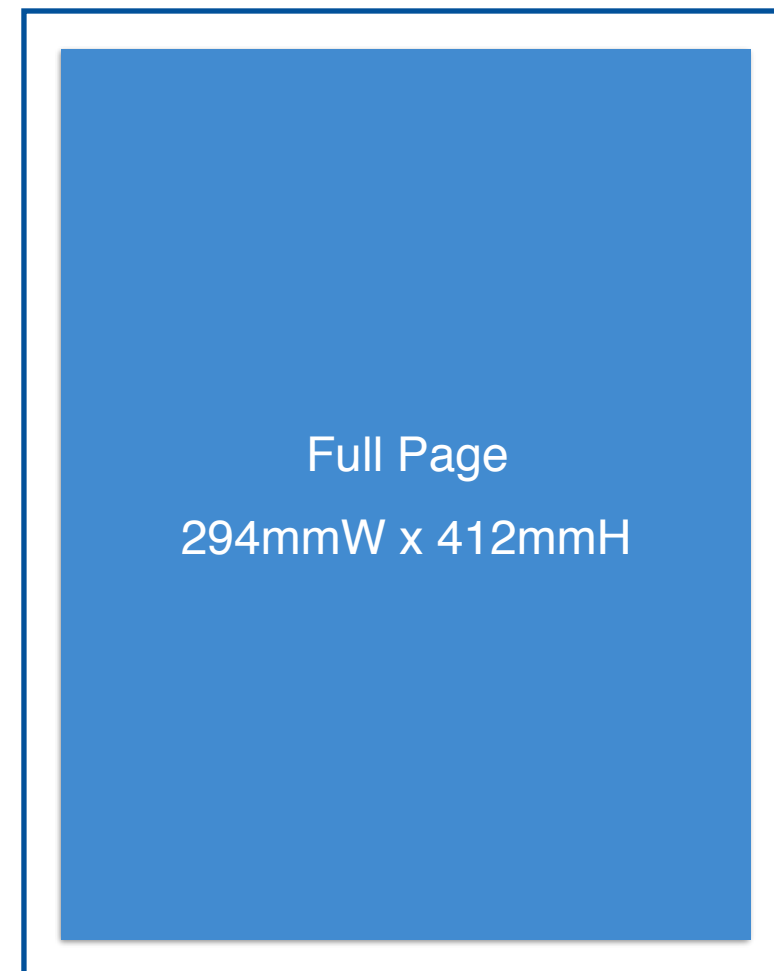20% @其他區域)，並提供訂閱服務。

A/香港時政/兩岸/國際/財經

B/香港風格/人物/生活/娛樂

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Full Page
294mmW x 412mmH

Horizontal Half Page
294mmW x 202mmH

Horizontal Half Page
294mmW x 202mmH

Junior Page
193mmW x 268mmH

Quarter Page
143mmW x
202mmH

Position	AD Format	Size
Front Page	Quarter Page	143mmW x 202mmH
Page 3	Full Page	294mmW x 412mmH
Page 5	Full Page	294mmW x 412mmH
Upfront	Full Page	294mmW x 412mmH
ROP	Full Page	294mmW x 412mmH
	Junior Page	193mmW x 268mmH
	Horizontal Haif Page	294mmW x 202mmH
	Quarter Page	143mmW x 202mmH

Request Specific Position will Require an Additional Charge of 10%
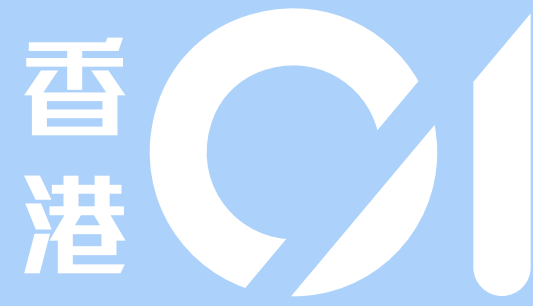
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報攤 (50%@商業中心區；30% @高級住宅區；
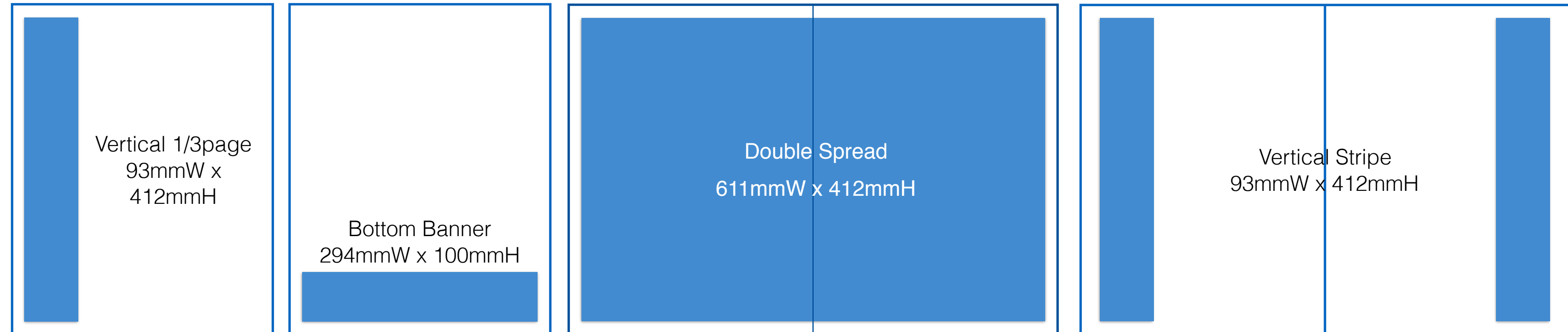20% @其他區域)，並提供訂閱服務。

## A/香港時政/兩岸/國際/財經

B/香港風格/人物/生活/娛樂

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Vertical 1/3page
93mmW x
412mmH

Bottom Banner
294mmW x 100mmH

Double Spread
611mmW x 412mmH

Vertical Stripe
93mmW x 412mmH

Position	AD Format	Size
ROP	1/3 Vertical Banner	93mmW x 412mmH
	Bottom Banner	294mmW x 100mmH
BackPage	Full Page	294mmW x 412mmH
CentreSpread	Double Spread	611mmW x 412mmH
	Vertical Stripe	93mmW x 412mmH + 93mmW x 412mmH

Request Specific Position will Require an Additional Charge of 10%
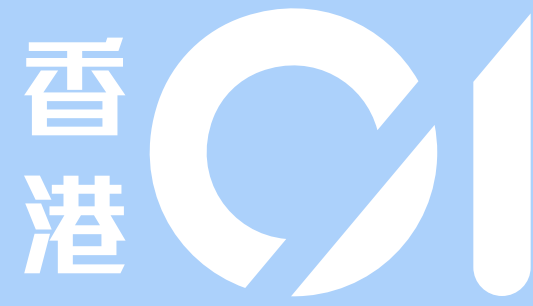
Newspaper

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零售價: 港幣$10

^ 發行點: 超過1,000間，包括 Circle K、

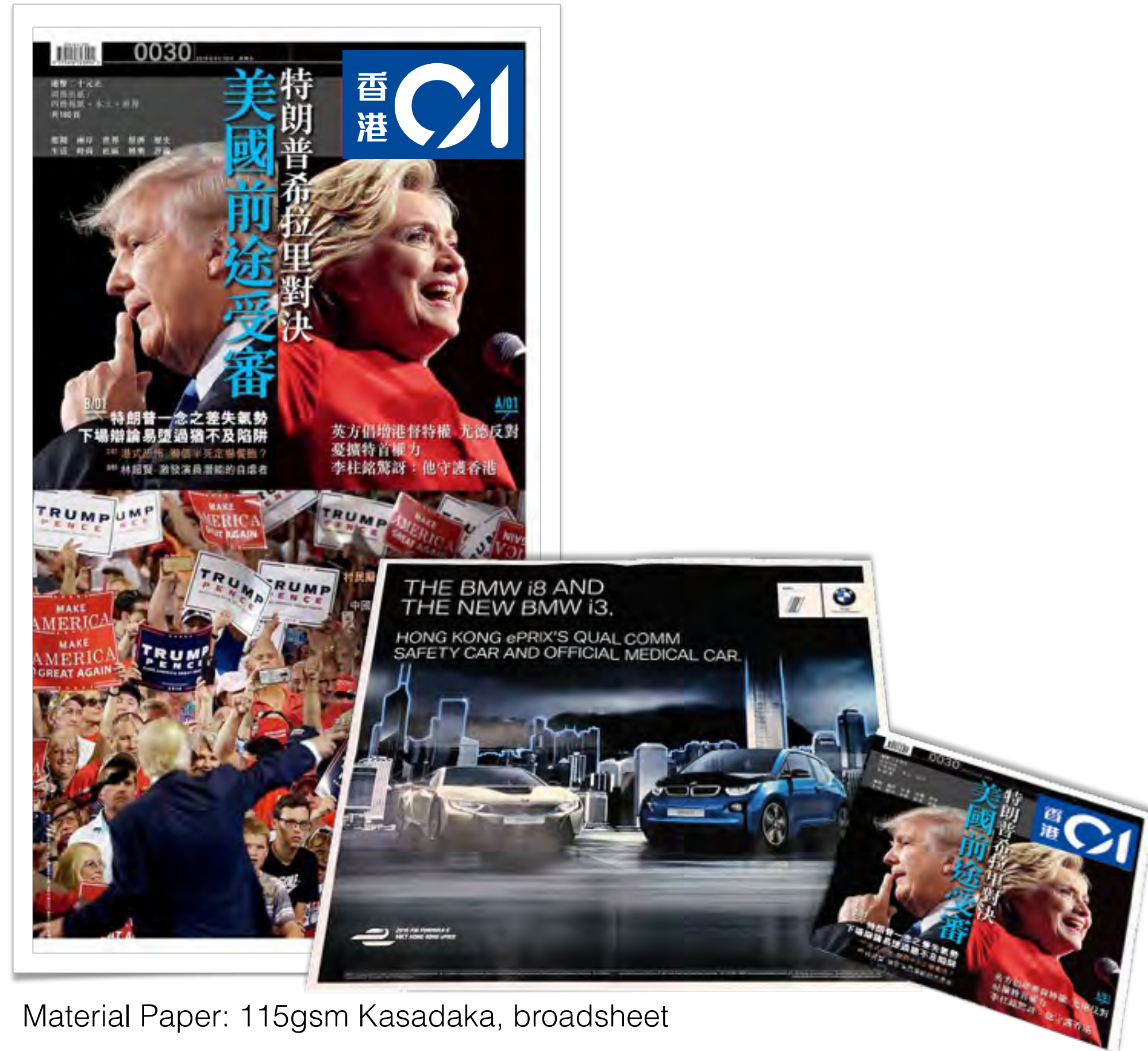報攤 (50%@商業中心區；30% @高級住宅區；

20% @其他區域)，並提供訂閱服務。

Wrapper

立即下載 香港01 App

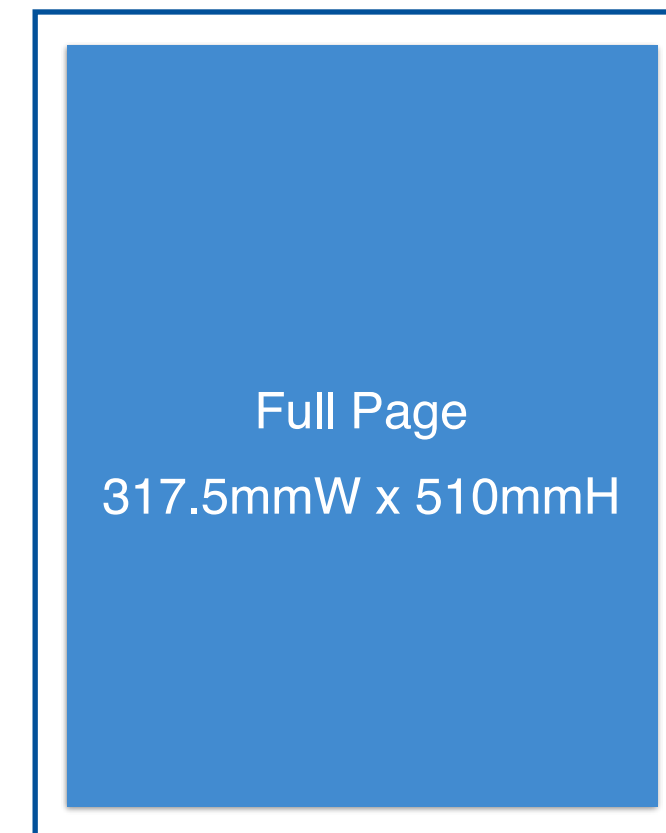E: advertising@hk01.com

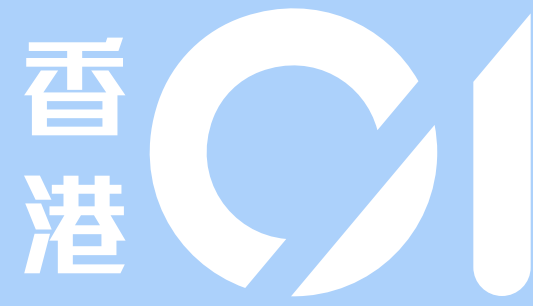T: +852 3582 8733

Material Paper: 115gsm Kasadaka, broadsheet

Double Spread
635mmW x 510mmH

Full Page
317.5mmW x 510mmH

Position	AD Format	Size
Wrapper	Center Spread + Back Cover	635mmW x 510mmH + 317.5mmW x 510mmH

Guideline

Guideline for output file material specification

HK01 Company Limited can accept the following software's file for printing, and the file must meet the requirements listed below:

1.File Format: PDF (Digital file)

2.Color Proof (digital proof in ISO 39L Standard with proof control)

Digital File Requirement

3.Image resolution: 300 dpi

4.Image format: CMYK/ ISO 39L standard

• *All digital files must convert all fonts to outline*

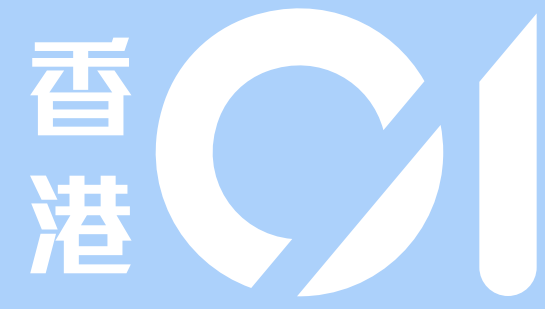• *PDF format: 1.3 version, PDF/X-1a*

• *Registration mark: bleed marks*

輸出檔案指引

香港01接受以下軟件輸出菲林，檔案必須符合以下項目要求：

1.檔案格式：PDF (數碼檔案)

2.顏色校對（數碼校對必須符合ISO 39L 標準準則）

數碼檔案要求

3.相片檔案：300像數

4.相片格式： CMYK/ ISO 39L standard

• *所有數碼軟件內必須將字轉成圖像*

• *PDF 檔案格式：1.3 version, PDF/X-1a*

• *登記標註：出血標記*

Newspaper

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HK01 Advertising Format
END

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