

HK01 Advertising Format

DIGITAL MEDIA as of 2026 Q1

Desktop + Mobile Site

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App

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DIGITAL MEDIA

Billboard /
Large Mobile Banner

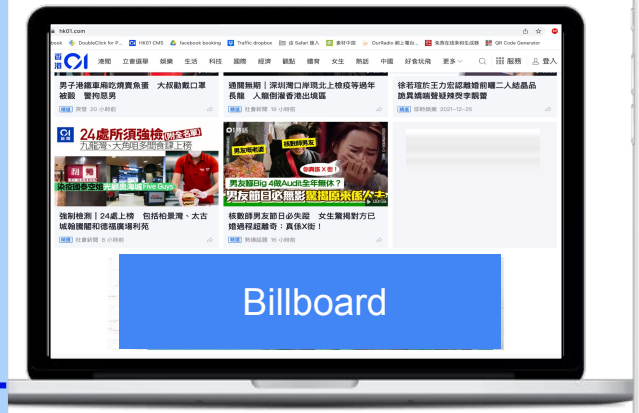
(Desktop and Mobile Site)

HK01.com Website

Daily Pageviews: 50M+ (Peak: 58M+)
(as of JUN 2024)

立即下載 香港01 App

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



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



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

AD Format:
Billboard
Large Mobile Banner

Position:
HomePage
by Channel
ROS

AD Size:
970pxW x 250pxH (for Desktop 1280)
320pxW x 100pxH (for Mobile)

File Format
GIF/PNG/JPG: Under 900KB
HTML5: Under 500KB Before Compressed
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

Super Leaderboard / Leaderboard / Banner / Mobile Leaderboard

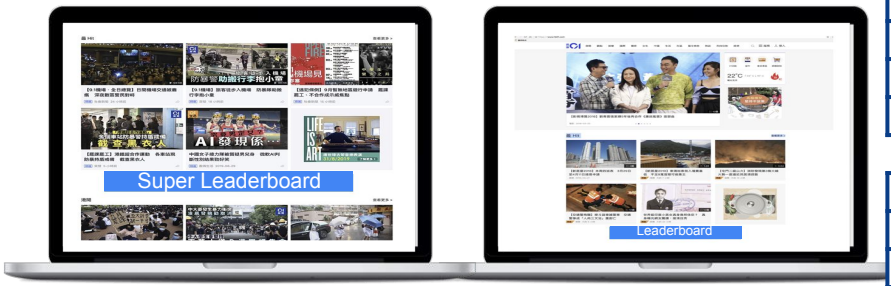
(Desktop and Mobile Site)

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

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



468px/W x 60px/H
(for Tablet)



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

AD Format:
Super Leaderboard
Leaderboard
Banner
Mobile Leaderboard

Position:
HomePage
by Channel
ROS

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 900KB
HTML5: Under 500KB Before Compressed
Third Party Code

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

General

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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)

香港01

DIGITAL MEDIA

LREC / Mobile Interstitial / Half-page ad

(Desktop and Mobile Site)

HK01.com Website

Daily Pageviews: 50M+ (Peak: 58M+)
(as of JUN 2024)

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300px/W x 250px/H
(for Desktop Homepage/Channel)



300px/W x 250px/H
320px/W x 480px/H
300px/W x 600px/H
(for Desktop Article Page)



300px/W x 250px/H
300px/W x 600px/H
(for Mobile)



300px/W x 250px/H
300px/W x 600px/H
(for Mobile)

General

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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)

AD Format:
LREC/Mobile Interstitial/Half-page ad 1&2

Position:
HomePage
by Channel
ROS

AD Size1:
300pxW x 250pxH - 1x
600pxW x 500pxH - 2x
AD Size2: (No applicable on Desktop Homepage/Channel and Mobile)
320pxW x 480pxH - 1x
640pxW x 960pxH - 2x
AD Size3: (No applicable on Desktop Homepage/Channel)
300pxW x 600pxH - 1x
600pxW x 1200pxH - 2x

Must Provide the 2 ad sizes

File Format
GIF/PNG/JPG: Under 900KB
HTML5: Under 500KB Before Compressed
Third Party Code

Video MP4*
1min (Under 15MB)

★Video Format (MP4) Available for LREC 30% Loading Applies to Standard Rate.
●Proposed Availability on Mobile Phone with iOS 10+ or Android 6+
●Autoplay, Click to Pause, Mute Voice First.

DIGITAL MEDIA

Slider

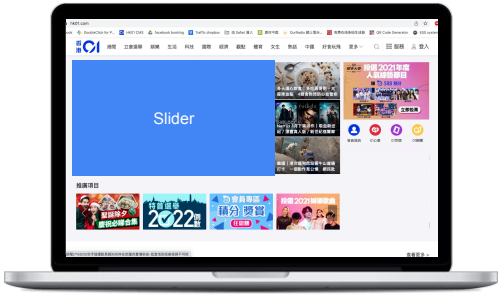
(Desktop and Mobile Site)

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



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+*

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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

Daily Pageviews: 50M+ (Peak: 58M+)
(as of JUN 2024)

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Native AD for Desktop

Native AD for Mobile

AD Format:
Native AD

Position:
首頁精選新聞資訊

AD Size:
426pxW x 240pxH
(safe area 320pxW x 240pxH in center)

File Format
GIF/PNG/JPG: Under 900KB

- *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+*

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DIGITAL MEDIA

Catfish / Traffic Anchor Ad

(Desktop and Mobile Site)

HK01.com Website

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(as of JUN 2024)

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(for Desktop)



(for Tablet)



(for Mobile)

AD Format:
Catfish / Traffic Anchor Ad

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 900KB
HTML5: Under 500KB Before Compressed

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

General

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4. Supported Ads type includes JPG / PNG.
5. Secured tags (**https://**) must be provided for ALL placements

DIGITAL MEDIA

Pre-Roll Video

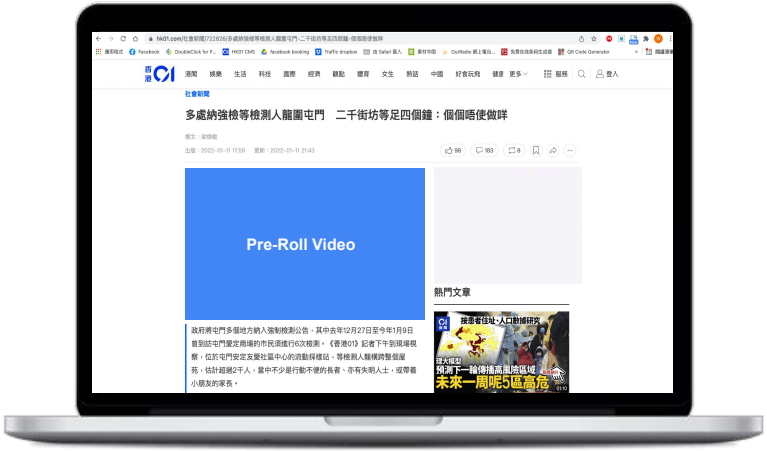
(Desktop + Mobile Site)

HK01.com Website

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(as of JUN 2024)

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(for Desktop)



(for Tablet)



(for Mobile Site)

AD Format:
Pre-Roll Video

Position:
ROS
Article
by channel

AD Size:
640 X 360V

File Format
mp4

Video MP4*
Skippable Max 180 sec (Under 15MB) Non Skippable Max 60 sec (Under 15MB)

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

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5. Secured tags (**https://**) must be provided for ALL placements

DIGITAL MEDIA

Gallery Ad - Desktop/Mobile

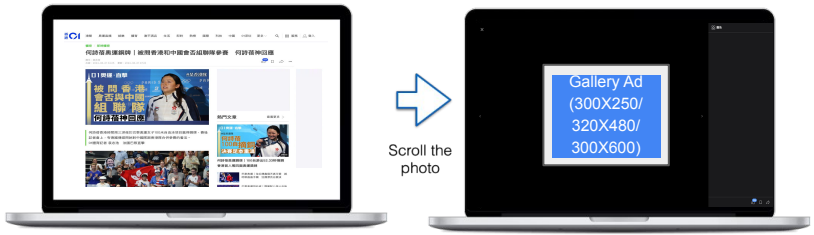
(Desktop and Mobile Site)

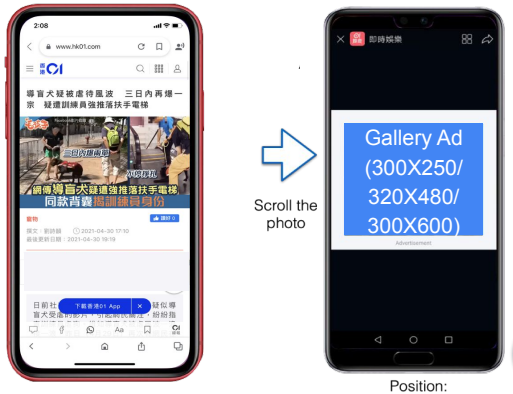
HK01.com Website

Daily Pageviews: 50M+ (Peak: 58M+)
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Position:
After first photo appearance
each 5 photo appearance

AD Format:
Gallery Ad - Desktop/Mobile

Position:
ROS
Article
by channel

AD Size 1:
300pxW x 250pxH - 1x
600pxW x 500pxH - 2x
AD Size 2:
320pxW x 480pxH - 1x
640pxW x 960pxH - 2x
AD Size 3:
300pxW x 600pxH - 1x
600pxW x 1200pxH - 2x

Must Provide the 2 ad sizes

File Format
GIF/PNG/JPG: Under 900KB
HTML5: Under 500KB Before Compressed
Third Party Code

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

General

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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 / Top LREC

(Mobile Site Only)

HK01.com Website

Daily Pageviews: 50M+ (Peak: 58M+)
(as of JUN 2024)

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4:3 (for TOP VIDEO) **4:3 (for TOP LREC)**

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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 Video Format type includes MP4.
5. Secured tags **(https://)** must be provided for ALL placements

* TOP Video just served Mobile Site Article.

AD Format:
Top Video/ Top LREC

Position:
Article

AD Size(Video):
4:3 / 16:9

AD Size(Image)
300pxW x 250pxH - 1x
600pxW x 500pxH - 2x

Must Provide the 2 ad sizes

File Format
GIF/PNG/JPG: Under 900KB
HTML5: Under 500KB Before Compressed
Third Party Code

Video File Format
mp4

Video MP4*
Max 180 sec (Under 15MB)

★Video Format (MP4) Available for LREC 30% Loading Applies to Standard Rate.
●Proposed Availability on Mobile Phone with iOS 10+ or Android 6+
●Autoplay, Click to Pause, Mute Voice First.

DIGITAL MEDIA

Mobile Cube

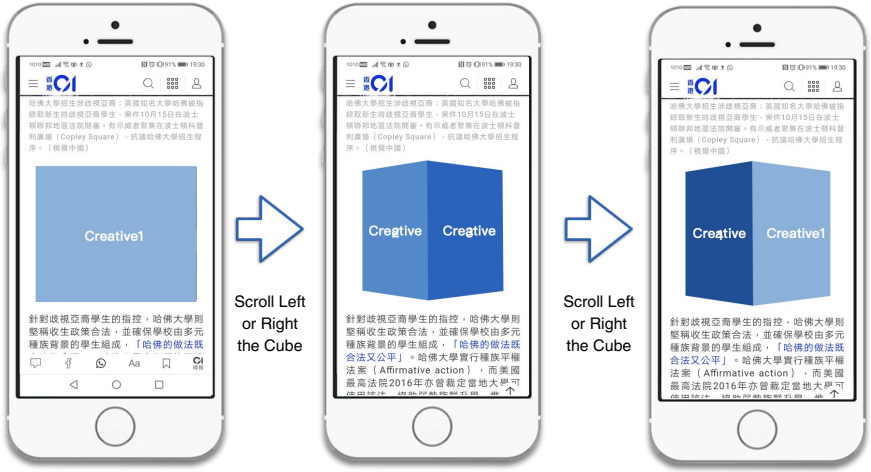
(Mobile Site Only)

HK01.com Website

Daily Pageviews: 50M+ (Peak: 58M+)
(as of JUN 2024)

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



4:3 (for Example) **4:3 (for Example)** **4:3 (for Example)**

AD Format:
Mobile Cube

Position:
Article

AD Size:
300pxW x 300pxH X 4Creative

File Format
GIF / PNG / JPG: Under 900KB

- *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+*

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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 Site Splash AD

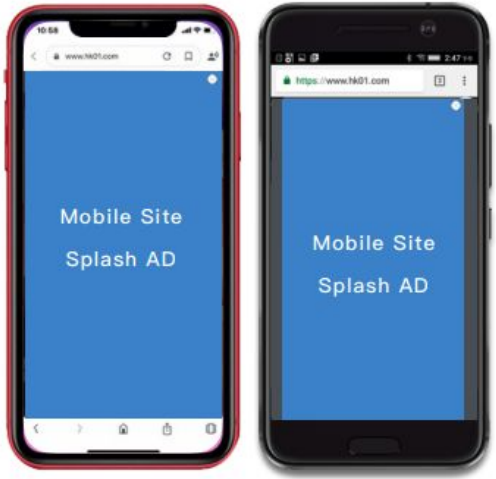
(Mobile Site Only)

HK01.com Website

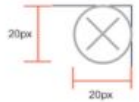
Daily Pageviews: 50M+ (Peak: 58M+)
(as of JUN 2024)

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(for iOS) (for Android)



Close Button Spec

AD Format:
Mobile Site Splash Ad
Mobile Phone:
iOS + Android
Position:
ROS
by Channel
Ad Size:
640pxW x 1136pxH
File Format
• GIF/PNG/JPG; Under 900KB
• HTML5: Under 500KB Before Compressed

Frequency 3 Cap per Day
Autoplay, Click to Pause, Mute Voice First
Not Available in Chrome Browsers
HTML5's CPU Load: Under 30%

General

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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

Mobile Site Video Splash AD

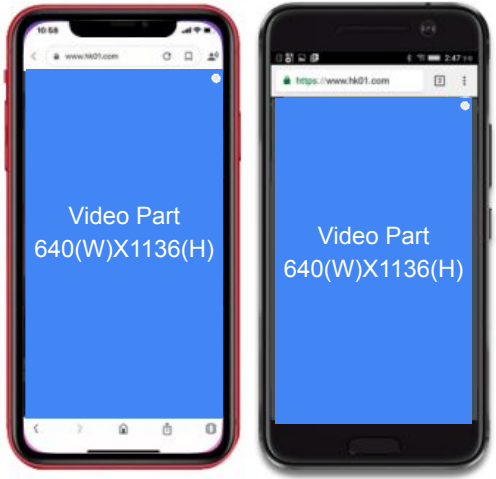
(Mobile Site Only)

HK01.com Website

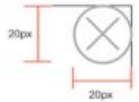
Daily Pageviews: 50M+ (Peak: 58M+)
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(for iOS) (for Android)



Close Button Spec

AD Format:
Mobile Site Splash Ad
Mobile Phone:
iOS + Android
Position:
ROS
by Channel
Ad Size:
640pxW x 1136pxH
File Format
• Video: MP4; Dimension 640X1136 (Under 5MB, Under 30 sec)

Frequency 3 Cap per Day

Autoplay, Click to Pause, Mute Voice First

Not Available in Chrome Browsers

HTML5's CPU Load: Under 30%

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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

Mobile Site 2-in-1 Splash AD

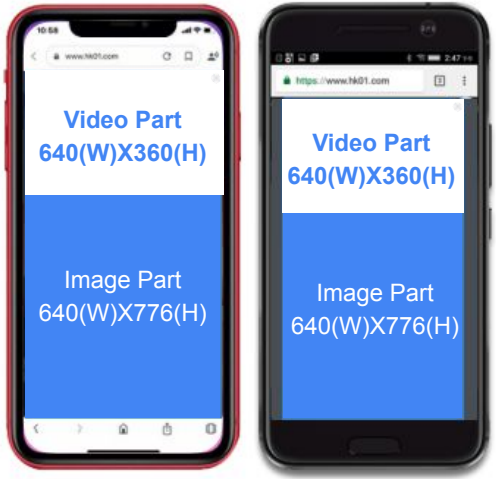
(Mobile Site Only)

HK01.com Website

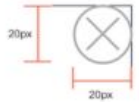
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(for iOS) (for Android)



Close Button Spec

AD Format:
Mobile Site Video Splash Ad
Mobile Phone:
iOS + Android
Position:
ROS
by Channel
Ad Size:
640pxW x 1136pxH
File Format
• Image Part: PNG/JPG; 640(W)X776(H) (Under 300KB)
• Video Part: MP4; Dimension 640X360 (Under 5MB, Under 30 sec)

Frequency 3 Cap per Day

Autoplay, Click to Pause, Mute Voice First

Not Available in Chrome Browsers

HTML5's CPU Load: Under 30%

General

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4. Supported Ads type includes GIF / JPG / PNG / HTML5.
5. Secured tags (**https://**) must be provided for ALL placements
6. Max Animation Duration: <= 30 sec (GIF / HTML5)
7. frequency cap: 3 per day

DIGITAL MEDIA

Interscroller

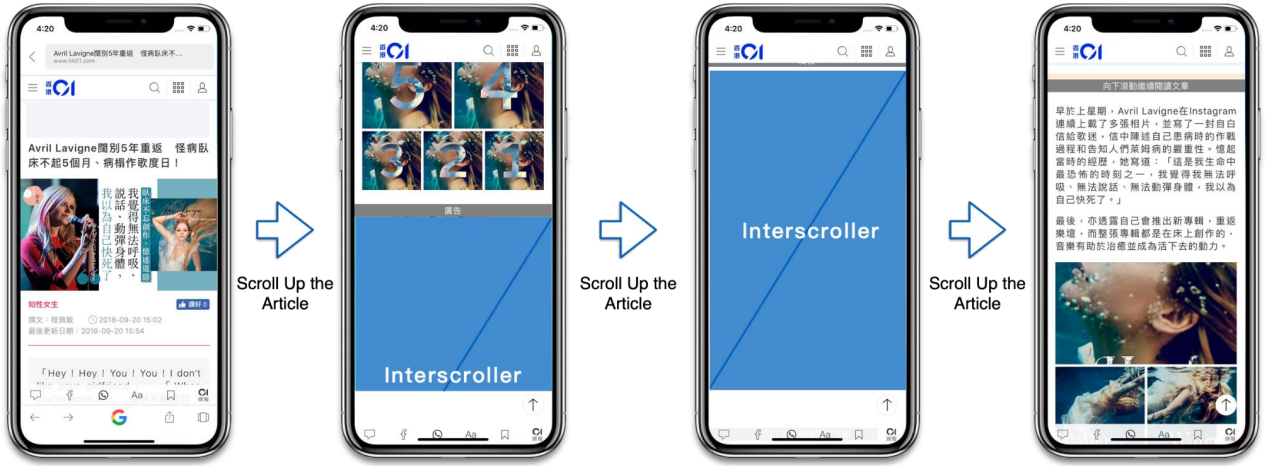
(Mobile Site Only)

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AD Format:
Interscroller

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

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

AD Size 2:
300pxW X 600pxH 1X；600pxW X 1200pxH 2X

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

Position:
by Channel
Article

File Format
GIF/PNG/JPG: Under 900KB

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

General

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DIGITAL MEDIA

Mobile Cards

(Mobile Site Only)

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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
by channel

AD Size:
640pxW x 427pxH X5 Creative

File Format
GIF/PNG/JPG: Under 900KB

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

General

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DIGITAL MEDIA

Floating AD

(Desktop)

HK01.com Website

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(as of JUN 2024)

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Floating AD for Desktop

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

Position:
Homepage
ROS

AD Size:
300pxW x 250pxH

File Format
GIF/JPG: Under 900KB
HTML5: Under 500KB Before Compressed

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

Expandable Crazy Ad

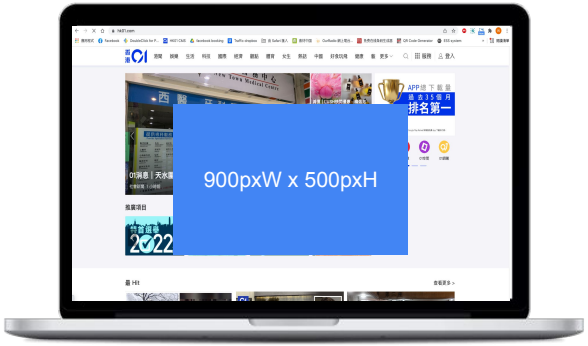
(Desktop)

HK01.com Website

Daily Pageviews: 50M+ (Peak: 58M+)
(as of JUN 2024)

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When land to the page will popup expanded image, closed by client and change to large LREC



AD Format:
Expandable Crazy Ad

Position:
Homepage
by channel

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

Must Provide the 2 ad sizes

File Format
GIF/PNG/JPG: Under 900KB

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

Balloon Video

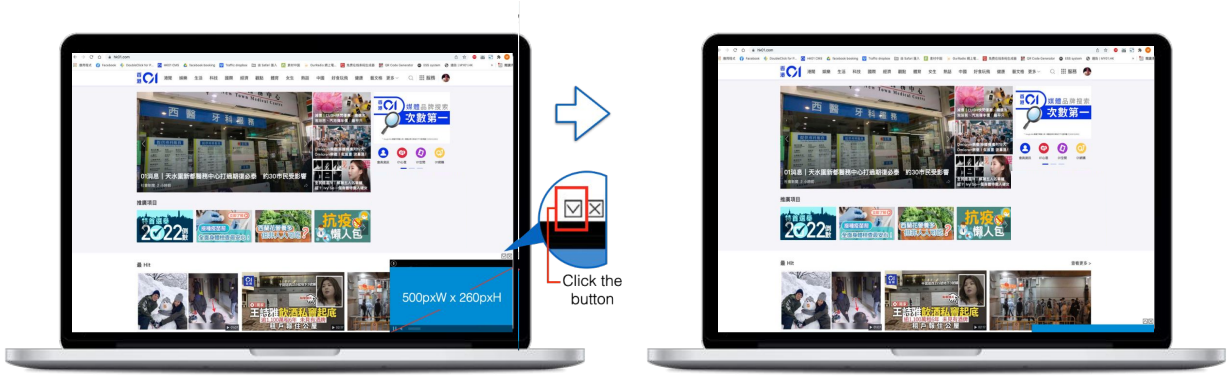
(Desktop)

HK01.com Website

Daily Pageviews: 50M+ (Peak: 58M+)
(as of JUN 2024)

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AD Format:
Balloon Video

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

Video MP4*
1min (Under 15MB)

Auto Play Video

Position:
Homepage
ROS
by channel

File Format
MP4

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)

* Balloon Video just served desktop website.

DIGITAL MEDIA

Roadblocking

(Desktop + Mobile Site + App)

HK01.com Website

Daily Pageviews: 50M+ (Peak: 58M+)
(as of JUN 2024)

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(for Desktop)



(for Mobile Site)



(for App)

AD Format:
Billboard / Super leaderboard + Large Mobile Banner + LREC 1&2 + Article AD

Position
Article

AD Size:
970pxW x 250pxH / 970pxW x 90pxH (for Billboard / Super leaderboard)
320pxW x 100pxH (for Large Mobile Banner)
300pxW x 250pxH & 600pxW x 500pxH/ (for LREC & Article AD)
120pxW x 600pxH (for Skyscraper)

File Format
GIF / PNG / JPG: Under 900KB
HTML5: Under 500KB Before Compressed

- *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 / HTML5.
5. Secured tags (**https://**) must be provided for ALL placements
6. Max Animation Duration: <= 10sec (GIF / HTML5)

DIGITAL MEDIA

Zone Horizontal Menu Bar

(Desktop and Mobile Site)



HK01.com Website

Daily Pageviews: 50M+ (Peak: 58M+)
(as of JUN 2024)

AD Format	Position	Time
Horizontal Menu Bar	- Desktop / Mobile Web - 1st Screen	Minimum 3 Days

- *maximum 5 Chinese characters (without punctuation)*
- *Apply to ALL Channel 內的最新文章*

General

1. All Ads must be submitted at least 3 working days prior to the launch of campaign.
2. All Ads must comply with HK01's ad policies and guidelines, where applicable. All creatives are subject to HK01's approval.
3. All Ads must be secured and fulfill the SSL compliance.
4. All Ads must with the package selling with Issue Page campaign

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DIGITAL MEDIA

Pageskin

(Desktop)

HK01.com Website

Daily Pageviews: 50M+ (Peak: 58M+)
(as of JUN 2024)

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*By default, a background image repeats both horizontally and vertically to fill the entire background element.

AD Format:
Pageskin

Position:
Article

AD Size:
Top Banner: 1280pxWx250pxH Left(L) & Right(R) Banner: 130pxWx500pxH (supports transparent PNG background) Background (BG): 300pxWx300pxH

File Format
GIF / PNG / JPG: Under 900KB

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.
5. Secured tags (**https://**) must be provided for ALL placements
6. Max Animation Duration: <= 10sec (GIF)

DIGITAL MEDIA

Splash AD

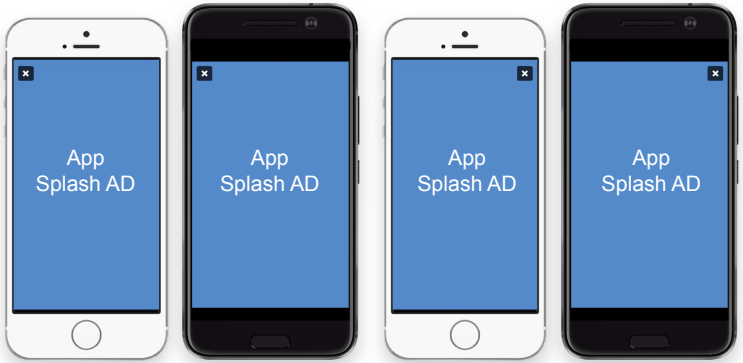
(App)

香港01 App

(iOS + Android)
•No. of Download：7M+
(as of JUN 2024)

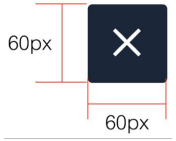
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(for iOS) (for Android) (for iOS) (for Android)

Left close button is available for
Image (JPG/GIF/PNG) only



Close Button Spec

AD Format:
APP Splash Ad
Mobile Phone:
iOS + Android
Position:
App Open
ROA
Ad Size:
640pxW x 1136pxH
File Format
• GIF/PNG/JPG; Under 900KB
• HTML5: Under 500KB Before Compressed

Frequency 3 Cap per Day

Autoplay, Click to Pause, Mute Voice First

HTML5's CPU Load: Under 30%

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

Video Splash AD

(App)

香港01 App

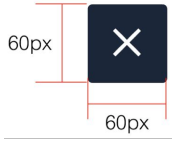
(iOS + Android)
•No. of Download：7M+
(as of JUN 2024)

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T: +852 3582 8733



(for iOS) (for Android) (for iOS) (for Android)



Close Button Spec

AD Format:
APP Video Splash Ad
Mobile Phone:
iOS + Android
Position:
App Open
ROA
Ad Size:
640pxW x 1136pxH
File Format
• Video: MP4; Dimension 640X1136 (Under 5MB, Under 30 sec)

Autoplay, Click to Pause, Mute Voice First

Not Available in Chrome Browsers

HTML5's CPU Load: Under 30%

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

2-in-1 Video Splash AD

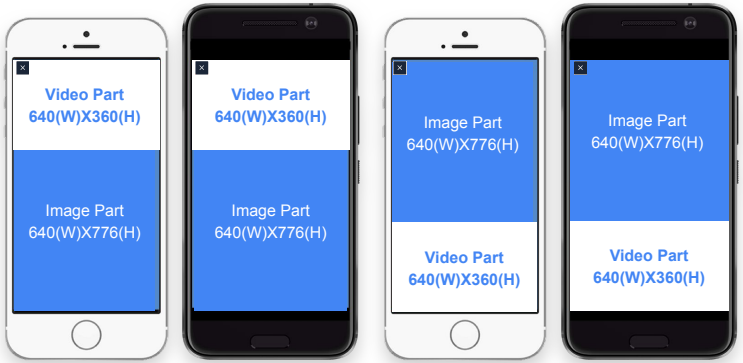
(App)

香港01 App

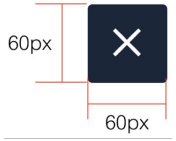
(iOS + Android)
•No. of Download：7M+
(as of JUN 2024)

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(for iOS) (for Android) (for iOS) (for Android)



Close Button Spec

AD Format:
APP 2-in-1 Video Splash Ad
Mobile Phone:
iOS + Android
Position:
App Open
ROA
Ad Size:
640pxW x 1136pxH
File Format
• Image Part: PNG/JPG; 640W)X776(H) (Under 300KB)
• Video Part: MP4; Dimension 640X360 (Under 5MB, Under 30 sec)

Autoplay, Click to Pause, Mute Voice First
Not Available in Chrome Browsers
HTML5's CPU Load: Under 30%

General

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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

APP Push Open AD(AOA)

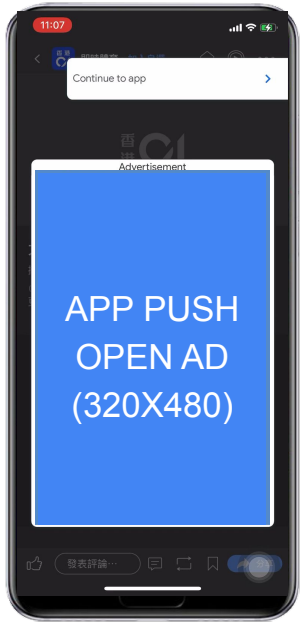
(App)

香港01 App

(iOS + Android)
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(Size2)

AD Format:
APP PUSH OPEN AD
AD Size 1:
320pxW x 480pxH - 1x 640pxW x 960phH - 2x

Frequency Cap3 per day
Must Provide the 2 ad sizes for each format

Position:
App Push Open

File Format
• GIF/PNG/JPG: Under 900KB
• HTML5: Under 500KB Before Compressed
• Third Party Code

Video MP4 (16:9 / 4:3)
30sec (Under 5MB)

Autoplay, Click to Pause, Mute Voice First

General

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5. Secured tags (**https://**) must be provided for ALL placements
6. Max Animation Duration: <= 10sec (GIF / HTML5)

DIGITAL MEDIA

Video Carousel
(1Video + 3Images)

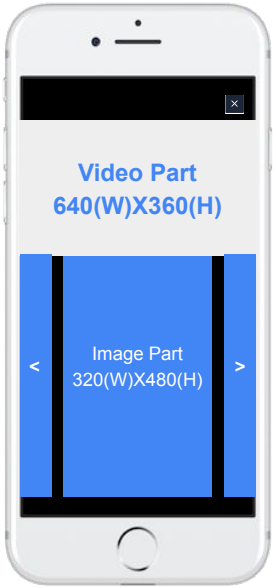
(App)

香港01 App

(iOS + Android)
•No. of Download：7M+
(as of JUN 2024)

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Splash Ad



Scroll Ad

AD Format:
APP Video Carousel (1Video + 3Images)
Mobile Phone:
iOS + Android
Position:
App Open / ROA / AOA
Scroll Ad / Article Ad
Ad Size:
320pxW x 480pxH
File Format
• Image PNG/JPG: Under 900KB, 320pxW X480pxH • Video MP4; Dimension 640X360 (Under 5MB, Under 30 sec)

Autoplay, Mute Voice First

General

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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

APP Anchor Banner Ad

(Position: Insert all 頻道列表 Channel Listing (Run of app)

(App)



AD Format:
APP Anchor Banner Ad
AD Size 1:
320pxW x 50pxH - 1x 640pxW x 100phH - 2x

Must Provide the 2 ad sizes for each format

Position:
頻道列表 Channel Listing

File Format
• GIF/PNG/JPG: Under 900KB
• HTML5: Under 500KB Before Compressed
• Third Party Code

香港01 App

(iOS + Android)
•No. of Download：7M+
(as of JUN 2024)

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General

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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 app)
After 1st Photo appearance, each 4th photo appearance)

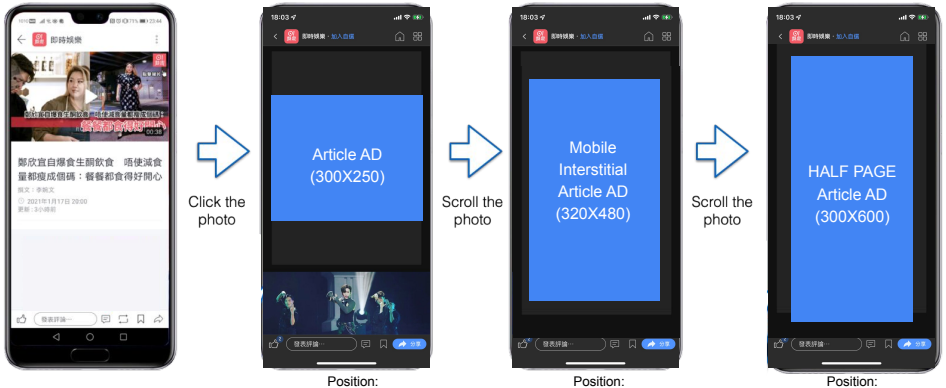
(App)

香港01 App

(iOS + Android)
•No. of Download：7M+
(as of JUN 2024)

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Position:
After first photo appearance, each 4 photo appearance

Position:
After first photo appearance, each 4 photo appearance

Position:
After first photo appearance, each 4 photo appearance

AD Format:
Gallery AD

AD Size 1(LREC):
300pxW x 250pxH - 1X
600pxW x 500pxH - 2X

AD Size2(Mobile Interstitial):
320pxW x 480pxH - 1x
640pxW x 960pxH - 2x

Must Provide the 2 ad sizes

AD Size3 (HALF PAGE):
300pxW x 600pxH - 1X
600pxW x 120pxH - 2X

File Format
• GIF/PNG/JPG: Under 900KB
• HTML5: Under 500KB Before Compressed

Video MP4
• 30sec (Under 15MB)

Autoplay, Click to Pause, Mute Voice First

General

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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

Scroll AD

推薦
Scroll Ad 1: display after 2th Articles
Scroll Ad 2: display underneath 6th articles after Scroll Ad 1
Scroll Ad 3: display underneath 10th articles each four article

一般頻道
Scroll Ad 1: display after 1st Articles
Scroll Ad 2: display underneath 3rd articles after Scroll Ad 1
Scroll Ad 3: display underneath 7th articles each four article

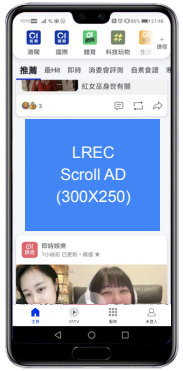
(App)

香港01 App

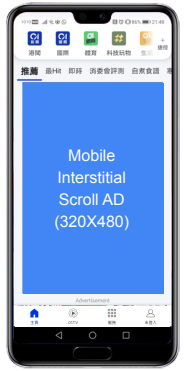
(iOS + Android)
•No. of Download：7M+
(as of JUN 2024)

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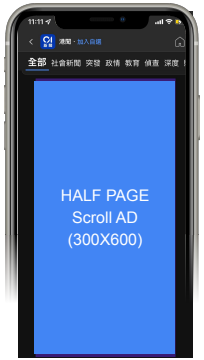
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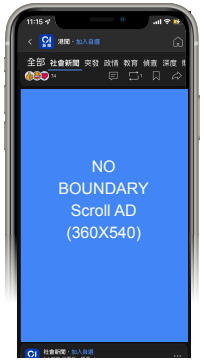
(Size 1)



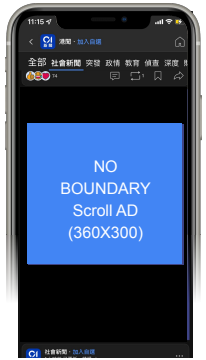
(Size 2)



(Size 3)



(Size 4)



(Size 5)

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)

AD Format:
Scroll AD1 (no Frame)
Scroll AD2 (Frame)
AD Size 1(LREC):
300pxW x 250pxH - 1x
600pxW x 500pxH - 2x
AD Size 2(Mobile Interstitial):
320pxW x 480pxH - 1x
640pxW x 960pxH - 2x
AD Size 3 (Half Page):
300pxW x 600pxH - 1x
600pxW x 1200pxH - 2x
AD Size 4 (no Boundary):
360pxW x 540pxH - 1x
720pxW x 1080pxH - 2x
AD Size 5 (no Boundary):
360pxW x 300pxH - 1x
720pxW x 600pxH - 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 900KB
• HTML5: Under 500KB Before Compressed
• Third Party Code

Video MP4*
• 1min (Under 15MB)

Autoplay, Click to Pause, Mute Voice First

DIGITAL MEDIA

2-in-1 Super Video Scroll AD

推薦
Scroll Ad 1: display after 2th Articles
Scroll Ad 2: display underneath 6th articles after Scroll Ad 1

一般頻道
Scroll Ad 1: display after 1st Articles
Scroll Ad 2: display underneath 3rd articles after Scroll Ad 1

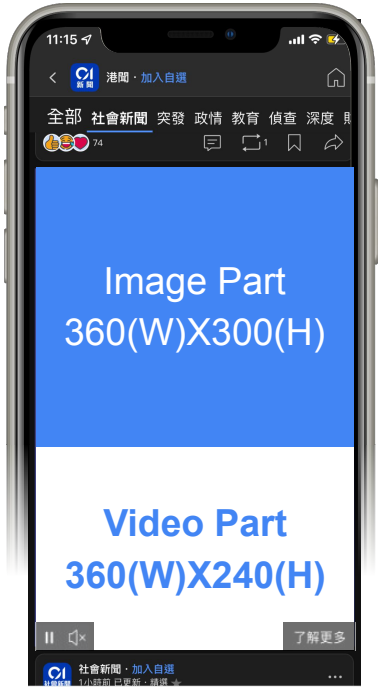
(App)

香港01 App

(iOS + Android)
•No. of Download：7M+
(as of JUN 2024)

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AD Format:
2-in-1 Super Video Scroll AD
AD Size (no Boundary):
360pxW x 540pxH

Must Provide the 2 ad sizes for each format

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

File Format
• Image Part: PNG/JPG; 360(W)X300(H) (Under 300KB)
• Video Part: MP4; Dimension 640X360 (Under 5MB, Under 1 Min)

Autoplay, Click to Pause, Mute Voice First

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

Pre-Roll Video

(App)

香港01 App

(iOS + Android)
•No. of Download：7M+
(as of JUN 2024)

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(for App)

AD Format:
Pre-Roll Video

Position:
ROA
Article
by channel

AD Size:
640 X 360V

File Format
mp4

Video MP4*
Skippable Max 180 sec (Under 15MB) Non Skippable Max 60 sec (Under 15MB)

- *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+*
- *Auto Play Video*

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

Article AD

Position: Insert all Article News (Run of app)

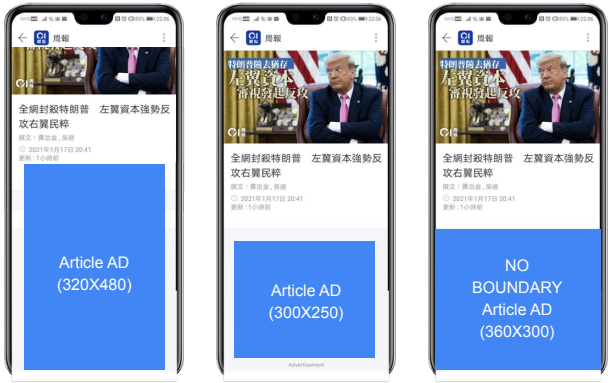
(App)

香港01 App

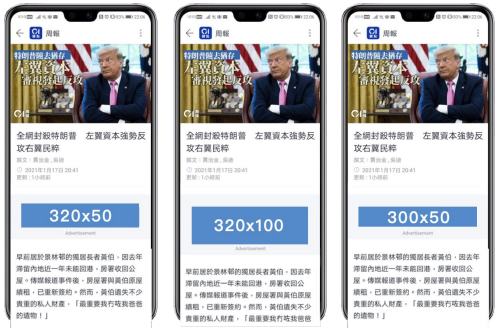
(iOS + Android)
•No. of Download：7M+
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(Size 1) (Size 2) (Size 3)



(Size 4) (Size 5) (Size 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)

AD Format:
Article AD
AD Size 1(Mobile Interstitial):
320pxW x 480pxH - 1x
640pxW x 960pxH - 2x
AD Size 2(LREC):
300pxW x 250pxH - 1x
600pxW x 500pxH - 2x
AD Size 3 (NO BOUNDARY):
360pxW x 300pxH - 1x
720pxW x 600pxH - 2x
AD Size 4:
320pxW x 50pxH - 1x
640pxW x 100pxH - 2x
AD Size 5:
320pxW x 100pxH - 1x
640pxW x 200pxH - 2x
AD Size 6:
300pxW x 50pxH - 1x
600pxW x 100pxH - 2x

Must Provide the 2 ad sizes for each format

File Format
• GIF/PNG/JPG: Under 900KB
• HTML5: Under 500KB Before Compressed
• Third Party Code

Video MP4*
• 1min (Under 15MB)

Autoplay, Click to Pause, Mute Voice First

DIGITAL MEDIA

Sponsor Content / Branded Content

(Position: 4th / 8th / 10th Article appearance)

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Position:
4th Article Appearance



Position:
8th Article Appearance



Position:
10th Article Appearance

Position	AD Article Appearance Position	Time	Ad Size
App	Position 4th / 8th / 10th article appearance	6 hrs	1200pxW x 675pxH

DIGITAL MEDIA

Horizontal Menu Bar

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AD Format	AD Size	Time	Position
Horizontal Menu Bar	Starting from position 5th - 1st Screen	Minimum 3 Days	APP Channel

- *maximum 4 Chinese characters (without punctuation)*
- *Apply to ALL Channel 內的最新文章*

General

1. All Ads must be submitted at least 3 working days prior to the launch of campaign.
2. All Ads must comply with HK01's ad policies and guidelines, where applicable. All creatives are subject to HK01's approval.
3. All Ads must be secured and fulfill the SSL compliance.
4. All Ads must with the package selling with Issue Page campaign

DIGITAL MEDIA

Channel Listing

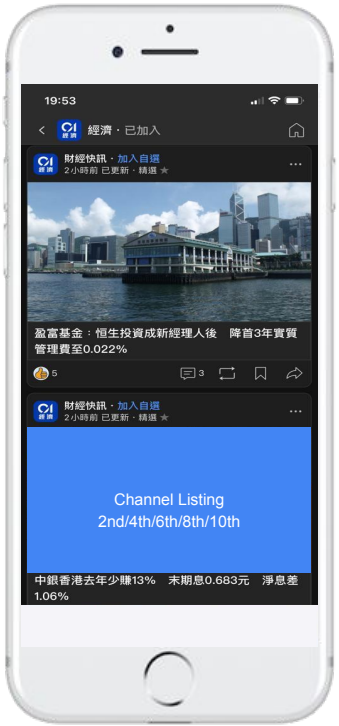
(App)

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Position	AD Article Appearance Position	Time	Ad Size
App	Position 2nd / 4th / 6th / 8th / 10th article appearance	24 hrs	1200pxW x 675pxH

General

1. All Ads must be submitted at least 3 working days prior to the launch of campaign.
2. All Ads must comply with HK01's ad policies and guidelines, where applicable. All creatives are subject to HK01's approval.
3. All Ads must be secured and fulfill the SSL compliance.
4. All Ads must with the package selling with Issue Page campaign

DIGITAL MEDIA

Share Button - Footnotes

(App)

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Position	AD Article Appearance Position	Time	Ad Size
Share Button - Footnotes	Mainly for Whatsapp with URL (external links are accepted)	Minimum 3 days	Maximum 30 Characters , Including Punctuation

General

1. All Ads must be submitted at least 3 working days prior to the launch of campaign.
2. All Ads must comply with HK01's ad policies and guidelines, where applicable. All creatives are subject to HK01's approval.
3. All Ads must be secured and fulfill the SSL compliance.
4. All Ads must with the package selling with Issue Page campaign

Digital Formats Specifications and Requirements (Web and App)

Specifications for HTML5 file type

- Frame rate: Up to 24 FPS
- All creative assets should be totalled less than 500KB before compression
- 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.
- Ad should be developed to consume less than 30% CPU load.
- 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: 300x250 / 16:9
- 3rd Party Serving / HTML 5 / MP4
- Duration of the Video: Max 1min, min 30 sec
- Max File size: 1min < 15MB
- Supported Models: iOS, Android devices
- Control Panel: Must Have include HTML 5 file
- Mute Voice First
- Provide Static Image 300x250

(we don't support Flash file type SWF)

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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 benefited 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 7/F, Tower 1, Ever Gain Plaza, 88 Container Port Road, Kwai Chung, N.T. HK.

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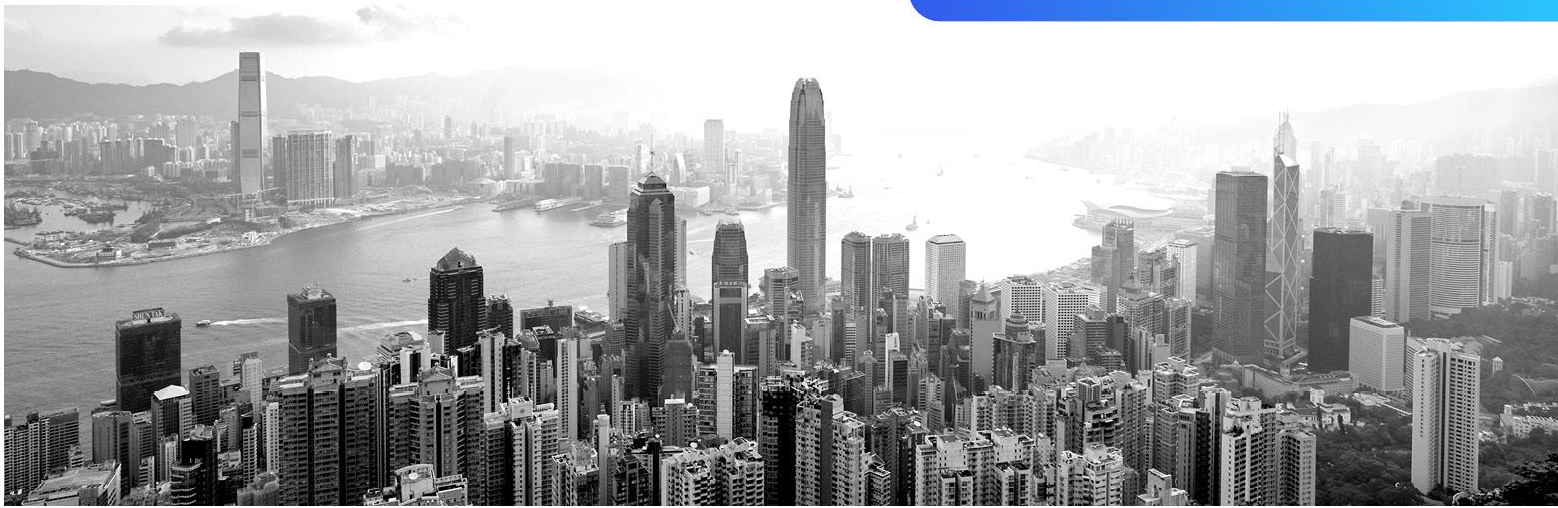
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