HK01 Advertising Format
DIGITAL MEDIA as of 01 OCT 2023
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)

HK01.com Website
Daily Pageviews: 50M+ (Peak: 58M+)
(as of JAN 2023)

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

AD Format:
Billboard
Large Mobile Banner

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

### AD Format:
- Super Leaderboard
- Leaderboard
- Banner
- Mobile Leaderboard

### Position:
- HomePage
- by Channel
- ROS

### AD Size:
- **Super Leaderboard**
  - 970px/W x 90px/H (for Desktop 1280)
  - 728px/W x 90px/H (for Desktop 960)
- **Leaderboard**
  - 728px/W x 90px/H (for Desktop 960)
- **Banner**
  - 468px/W x 60px/H (for Tablet)
  - 320px/W x 50px/H (for Mobile)
- **Mobile Leaderboard**

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

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**HK01.com Website**

Daily Pageviews: 50M+ (Peak: 58M+)
(as of JAN 2023)

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立即下载 香港01 App

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

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

HK01.com Website
Daily Pageviews: 50M+ (Peak: 58M+)
(as of JAN 2023)

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

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)

**HK01.com Website**

Daily Pageviews: 50M+ (Peak: 58M+)
(as of JAN 2023)

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

<table>
<thead>
<tr>
<th>AD Format:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Slider</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Position:</th>
</tr>
</thead>
<tbody>
<tr>
<td>HomePage</td>
</tr>
<tr>
<td>by Channel</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>AD Size:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1280pxW x 720pxH</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>File Format</th>
</tr>
</thead>
<tbody>
<tr>
<td>PNG/JPG: Under 1MB</td>
</tr>
</tbody>
</table>

- 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.

**Responsive**

(for Tablet)
DIGITAL MEDIA
Native AD

(Desktop and Mobile Site)

HK01.com Website
Daily Pageviews: 50M+ (Peak: 58M+)
(as of JAN 2023)

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

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 900KB

HK01.com Website

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

Native AD for Desktop
Native AD for Mobile
DIGITAL MEDIA

Catfish

(Desktop and Mobile Site)

HK01.com Website

Daily Pageviews: 50M+ (Peak: 58M+)
(as of JAN 2023)

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

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 900KB
HTML5: Under 500KB Before Compressed

● 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
Pre-Roll Video

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

AD Format:
Pre-Roll Video

Position:
ROS

AD Size:
640 X 360V

File Format
mp4

HK01.com Website
Daily Pageviews: 50M+ (Peak: 58M+)
(as of JAN 2023)

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.

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

- Skippable (Preset skip time: 10 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
DIGITAL MEDIA
Gallery Ad - Desktop/Mobile

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

HK01.com Website
Daily Pageviews: 50M+ (Peak: 58M+)
(as of JAN 2023)

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)

AD Format:
Gallery Ad - Desktop/Mobile

Position:
ROS

AD Size1:
300pxW x 250pxH - 1x
600pxW x 500pxH - 2x

AD Size2:
320pxW x 480pxH - 1x
640pxW x 960pxH - 2x

AD Size3:
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
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.

Video File Format
mp4

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

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.

AD Format:
TOP Video / TOP LREC

Position:
ROS
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
DIGITAL MEDIA
Mobile Cube
(Mobile Site Only)

HK01.com Website
Daily Pageviews: 50M+ (Peak: 58M+)
(as of JAN 2023)

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

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.

AD Format:
Mobile Cube

Position:
ROS

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+
DIGITAL MEDIA
Mobile Site Splash AD

(Mobile Site Only)

HK01.com Website
Daily Pageviews: 50M+ (Peak: 58M+)
(as of JAN 2023)

E: advertising@hk01.com
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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

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

Autoplay, Click to Pause, Mute Voice First
Not Available in Chrome Browsers
HTML5’s CPU Load: Under 30%
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: <= 30 sec (GIF / HTML5).
7. Frequency Cap: 3 per day.
### Digital Media

**Interscroller**

*(Mobile Site Only)*

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**HK01.com Website**

Daily Pageviews: 50M+ (Peak: 58M+)

(as of JAN 2023)

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

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<table>
<thead>
<tr>
<th>AD Format:</th>
<th>AD Size1:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interscroller</td>
<td>300pxW X 480pxH 1X; 600pxW X 960pxH 2X</td>
</tr>
<tr>
<td> </td>
<td><strong>Must Provide the 2 ad sizes for each format</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Position:</th>
<th>File Format</th>
</tr>
</thead>
<tbody>
<tr>
<td>by Channel</td>
<td>GIF/PNG/JPG: Under 900KB</td>
</tr>
<tr>
<td> </td>
<td><strong>Proposed Availability on Mobile Phone with iOS 10+ or Android 6+</strong></td>
</tr>
</tbody>
</table>

---

**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 Cards

(Mobile Site Only)

HK01.com Website
Daily Pageviews: 50M+ (Peak: 58M+)
(as of JAN 2023)

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

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.

AD Format:
Mobile Cards

Position:
ROS

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+
All Ads must comply with HK01’s ad policies and guidelines, where applicable. All creatives are subject to HK01’s approval.

All Ads must be secured and fulfill the SSL compliance.

All Ads must be submitted at least 5 working days prior to the launch of campaign.

Supported Ads type includes GIF / JPG / PNG / HTML5.

Secured tags ([https://](https://)) must be provided for ALL placements.

Max Animation Duration: <= 10sec (GIF / HTML5)

**HK01.com Website**

Daily Pageviews: 50M+ (Peak: 58M+)
(as of JAN 2023)

**Floating AD**

**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://](https://)) must be provided for ALL placements.
6. Max Animation Duration: <= 10sec (GIF / HTML5)
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://](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 JAN 2023)

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

AD Format: Balloon Video
AD Size: 500pxW x 260pxH (16:9)
Position: ROS
File Format: MP4
Video MP4*: 1min (Under 15MB)

Video MP4*
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)

* Balloon Video just served desktop website.
### DIGITAL MEDIA

#### Skyscraper

**Position:** ROS / Article

**AD Size:** 120pxW x 600pxH

**File Format**
- GIF / PNG / 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://](https://)) must be provided for ALL placements
6. Max Animation Duration: <= 10sec (GIF / HTML5)
DIGITAL MEDIA
Roadblocking

(Desktop + Mobile Site + App)

HK01.com Website
Daily Pageviews: 50M+ (Peak: 58M+)
(as of JAN 2023)

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

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:
- Billboard / Super leaderboard + Large Mobile Banner / Mobile Leaderboard + LREC1&2 + Skyscraper + Article AD

Mobile Phone
- iOS + Android

AD Size:
- 970pxW x 250pxH / 970pxW x 90pxH (for Billboard / Super leaderboard)
- 320pxW x 100pxH / 320pxW x 50pxH (for Large Mobile Banner / Mobile Leaderboard)
- 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
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.

<table>
<thead>
<tr>
<th>AD Format</th>
<th>AD Size</th>
<th>Time</th>
<th>Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>Horizontal Menu Bar</td>
<td>Starting from position 4th - 1st Screen</td>
<td>Minimum 3 Days</td>
<td>Desktop / Mobile Web</td>
</tr>
</tbody>
</table>

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

Splash AD

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

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

AD Format:
- APP Splash Ad

Mobile Phone:
- iOS + Android

Position:
- App Open, Run of APP

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%

Left close button is available for Image (JPG/GIF/PNG) only
DIGITAL MEDIA
Video Splash AD

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

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 Ad types include 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

Video Part
640(W)X360(H)
Image Part
640(W)X776(H)

App Splash AD

Hong Kong 01 App (iOS + Android)
• No. of Download: 5.4M+
(as of JAN 2023)

Video Part
640(W)X360(H)
Image Part
640(W)X776(H)

Video Part
640(W)X360(H)
Image Part
640(W)X776(H)

Video Part
640(W)X360(H)
Image Part
640(W)X776(H)

Close Button Spec

AD Format:
APP Video Splash Ad

Mobile Phone:
iOS + Android

Position:
ROS, by Channel

Ad Size:
640pxW x 1136pxH

File Format:
• Image Part: PNG/JPG; 640(W)X300(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

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

### Skyscraper AD Format:

<table>
<thead>
<tr>
<th>APP OPEN AD</th>
</tr>
</thead>
<tbody>
<tr>
<td>AD Format:</td>
</tr>
<tr>
<td>Supported Ads type includes GIF / JPG / PNG / HTML5.</td>
</tr>
<tr>
<td>Secured tags (<a href="https://">https://</a>) must be provided for ALL placements.</td>
</tr>
<tr>
<td>Max Animation Duration: &lt;= 10sec (GIF / HTML5)</td>
</tr>
</tbody>
</table>

### Positon:

<table>
<thead>
<tr>
<th>App Push Open</th>
</tr>
</thead>
</table>

### File Format

- GIF/PNG/JPG: Under 900KB
- HTML5: Under 500KB Before Compressed
- Third Party Code Video MP4 (16:9 / 4:3)
  - 12sec (Under 5MB)
  - Autoplay, Click to Pause, Mute Voice First
DIGITAL MEDIA
APP Anchor Banner Ad
(Position: Insert all 頻道列表 Channel Listing (Run of app)

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

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:
APP Anchor Banner Ad
AD Size1:
320pxW x 50pxH - 1x
640pxW x 100pxH - 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: 5.4M+
(as of JAN 2023)

立即下載 香港01 App

香港01
香港01
香港01
香港01
香港01
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:
- Gallery AD

AD Size1 (LREC):
- 300pxW x 250pxH - 1X
- 600pxW x 500pxH - 2X

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

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
- 1min (Under 15MB)
  Autoplay, Click to Pause, Mute Voice First

Must Provide the 2 ad sizes
## DIGITAL MEDIA

### Scroll AD

**Scroll Ad 1:** display after 4th Articles  
**Scroll Ad 2:** display underneath 8th 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

---

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

---

### 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://](https://)) must be provided for ALL placements  
6. Max Animation Duration: <= 10sec (GIF / HTML5)

---

### AD Format:

<table>
<thead>
<tr>
<th>Format</th>
<th>Size 1</th>
<th>Size 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scroll AD1 (no Frame)</td>
<td>300pxW x 250pxH - 1x</td>
<td>600pxW x 500pxH - 2x</td>
</tr>
<tr>
<td>Scroll AD2 (Frame)</td>
<td>320pxW x 480pxH - 1x</td>
<td>640pxW x 960pxH - 2x</td>
</tr>
<tr>
<td>Mobile Interstitial</td>
<td>300pxW x 600pxH - 1x</td>
<td>720pxW x 1200pxH - 2x</td>
</tr>
<tr>
<td>Half Page</td>
<td>360pxW x 540pxH - 1x</td>
<td>720pxW x 600pxH - 2x</td>
</tr>
</tbody>
</table>

### Skyscraper AD Format:

- **LREC Scroll AD:** 300pxW x 250pxH - 1x  
- **Mobile Interstitial Scroll AD:** 320pxW x 480pxH - 1x  
- **Half Page Scroll AD:** 300pxW x 600pxH - 1x  
- **NO BOUNDARY Scroll AD:** 360pxW x 300pxH - 1x

---

### 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*

---

**香港01 App**  
(iOS + Android)  
- No. of Download: 5.4M+  
  (as of JAN 2023)

---

**香港01 App**

(App)
### Digital Media

**2-in-1 Super Video Scroll AD**

**Scroll Ad 1:** display after 4th Articles  
**Scroll Ad 2:** display underneath 8th articles after Scroll Ad 1

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

**AD Format:** 2-in-1 Super Video Scroll AD

**AD Size (no Boundary):**

<table>
<thead>
<tr>
<th>Width</th>
<th>Height</th>
<th>Must Provide the 2 ad sizes for each format</th>
</tr>
</thead>
<tbody>
<tr>
<td>360px</td>
<td>540px</td>
<td></td>
</tr>
</tbody>
</table>

**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 1Min)

**Autoplay, Click to Pause, Mute Voice First**

---

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(as of JAN 2023)

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**Sky scraper AD Format:**

**Image Part:** 360(W)X300(H)  
**Video Part:** 360(W)X240(H)
**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://](https://)) must be provided for ALL placements
6. Max Animation Duration: <= 10sec (GIF / HTML5)

**DIGITAL MEDIA**

**Pre-Roll Video**

- **Skyscraper**
  - **Position:** POD
  - **AD Size:** 640 X 360V

- **Pre-Roll Video**
  - **AD Format:** Pre-Roll Video
  - **Position:** ROS
  - **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: 10sec)
  - 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

---

**香港01 App**

(iOS + Android)

- **No. of Download:** 5.4M+ (as of JAN 2023)

---

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**T:** +852 3582 8733
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)

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)

---

### 香港01 App

(iOS + Android)

- **No. of Download**: 5.4M+
- **(as of JAN 2023)**

---

<table>
<thead>
<tr>
<th>Position</th>
<th>AD Article Appearance Position</th>
<th>Time</th>
<th>Ad Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>App</td>
<td>Position 4th / 8th / 10th article appearance</td>
<td>6 hrs</td>
<td>1200pxW x 675pxH</td>
</tr>
</tbody>
</table>
### Horizontally Menu Bar

- **Starting from position 5th**: 1st Screen
- **Minimum 3 Days**
- **APP Channel**

<table>
<thead>
<tr>
<th>AD Format</th>
<th>AD Size</th>
<th>Time</th>
<th>Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>Horizontal Menu Bar</td>
<td>Starting from position 5th - 1st Screen</td>
<td>Minimum 3 Days</td>
<td>APP Channel</td>
</tr>
</tbody>
</table>

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

### 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**

### Channel Listing  

<table>
<thead>
<tr>
<th>Position</th>
<th>AD Article Appearance Position</th>
<th>Time</th>
<th>Ad Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>App</td>
<td>Position 2nd / 4th / 6th / 8th / 10th article appearance</td>
<td>24 hrs</td>
<td>1200pxW x 675pxH</td>
</tr>
</tbody>
</table>

**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

---

**香港01 App**  
(iOS + Android)  
• No. of Download: 5.4M+  
(as of JAN 2023)  

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DIGITAL MEDIA
Share Button - Footnotes

香港01 App
(iOS + Android)
• No. of Download: 5.4M+
(as of JAN 2023)

立即下载 香港01 App

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<table>
<thead>
<tr>
<th>Position</th>
<th>AD Article Appearance Position</th>
<th>Time</th>
<th>Ad Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Share Button - Footnotes</td>
<td>Mainly for Whatsapp with URL (external links are accepted)</td>
<td>Minimum 3 days</td>
<td>Maximum 30 Characters, Including Punctuation</td>
</tr>
</tbody>
</table>

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: 300 x250 / 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)
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 HK$1,000.
-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 its 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.