香港01

無縫，連繫生活

新世代媒體及互聯網企業

HK01 Advertising Format

DIGITAL MEDIA as of 01 APR 2023

Desktop + Mobile Site

App

DIGITAL MEDIA

Billboard /
Large Mobile Banner

(Desktop and Mobile Site)

HK01.com Website

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

立即下載 香港01 App

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

Billboard

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

Large Mobile Banner

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
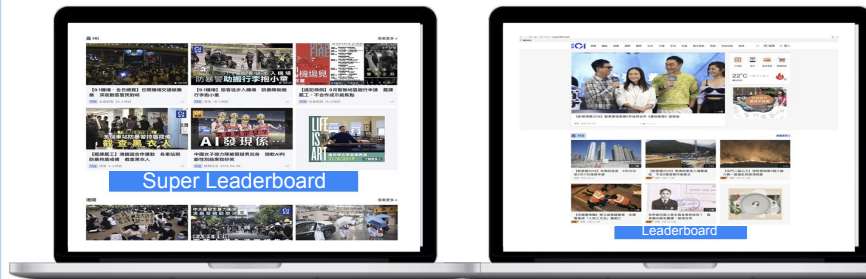
(Desktop and Mobile Site)

HK01.com Website

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

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

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

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

Mobile Leaderboard
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

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 / Mobile Interstitial / Half-page ad
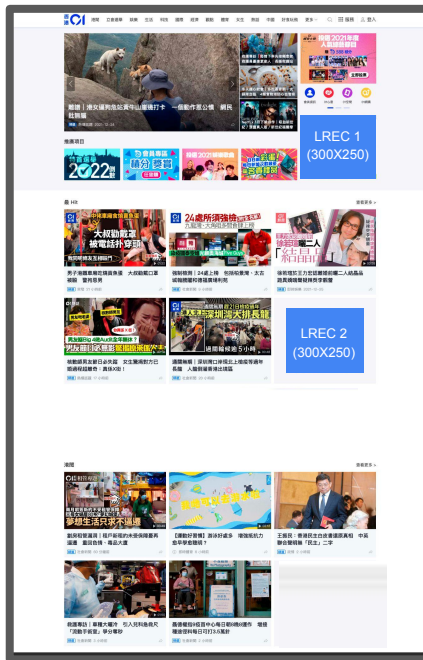
(Desktop and Mobile Site)

HK01.com Website

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

立即下載 香港01 App

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

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)

LREC 1 (300X250/300X600)	LREC 2 (300X250/300X600)
300px/W x 250px/H	300px/W x 250px/H
300px/W x 600px/H	300px/W x 600px/H
(for Mobile)	(for Mobile)

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:

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 Hompage/Channel and Mobile)

320pxW x 480pxH - 1x	
640pxW x 960pxH - 2x	

AD Size3: (No applicable on Desktop Hompage/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.*

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香港01

DIGITAL MEDIA
Slider

(Desktop and Mobile Site)

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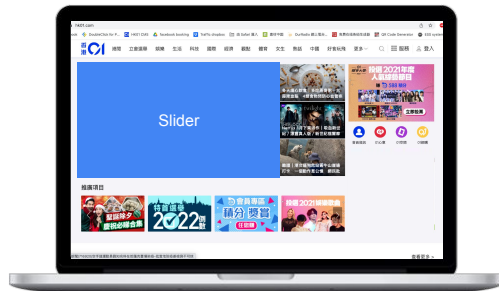
Daily Pageviews: 50M+ (Peak: 58M+)
(as of JAN 2023)

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)

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

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

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DIGITAL MEDIA
Native AD

(Desktop and Mobile Site)

HK01.com Website

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

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

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 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+*

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

DIGITAL MEDIA
Catfish

(Desktop and Mobile Site)

HK01.com Website

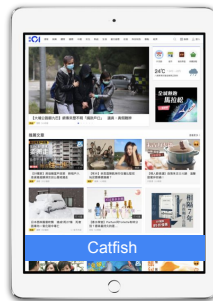Daily Pageviews: 50M+ (Peak: 58M+)
(as of JAN 2023）

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

DIGITAL MEDIA
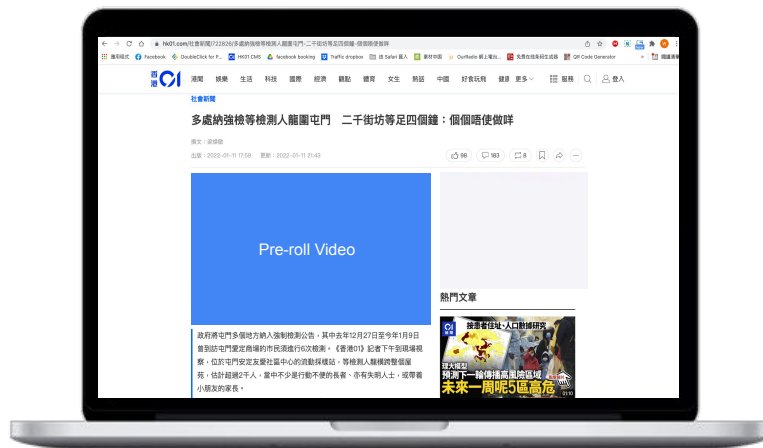## Pre-Roll Video

(Desktop + Mobile Site + App)

HK01.com Website

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

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*
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*

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

Scroll the photo

Position:
After first photo appearance
each 5 photo appearance

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

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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)

4:3 (for TOP VIDEO) TOP Video

4:3 (for TOP LREC) TOP LREC

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:
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

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
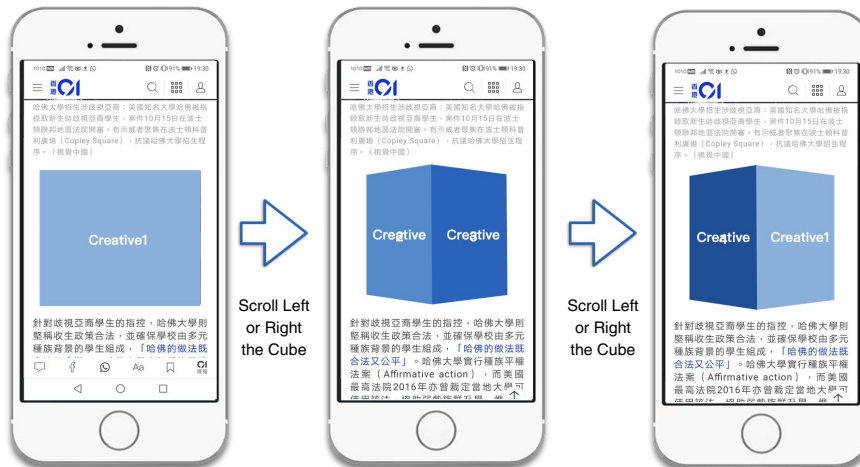
Mobile Cube

(Mobile Site Only)

HK01.com Website

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

立即下載 香港01 App

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

Scroll Left or Right the Cube

Scroll Left or Right the Cube

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

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+*

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 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

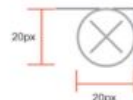Daily Pageviews: 50M+ (Peak: 58M+)
(as of JAN 2023)

立即下載 香港01 App

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

Mobile Site
Splash AD

(for iOS)

Mobile Site
Splash AD

(for Android)

20px

20px
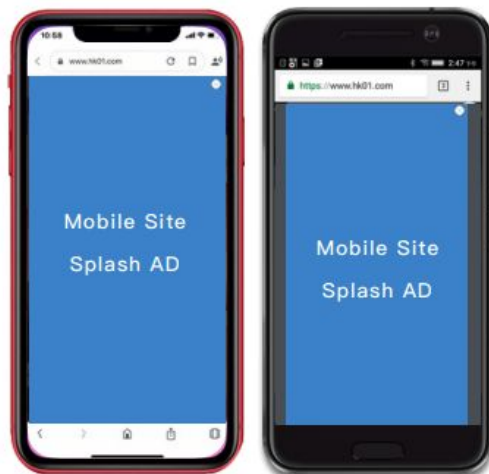
Close Button Spec

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 Before Compressed

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

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

Scroll Up the Article

Scroll Up the Article

Scroll Up the Article

AD Format:
Interscroller

AD Size1:
300pxW X 480pxH 1X；600pxW X 960pxH 2X

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

AD Size2:
300pxW X 600pxH 1X；600pxW X 1200pxH 2X

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

Position:
by Channel

File Format
GIF/PNG/JPG: Under 900KB

● *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

![HK01 logo]

DIGITAL MEDIA
Mobile Cards

(Mobile Site Only)

HK01.com Website

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

立即下載 香港01 App

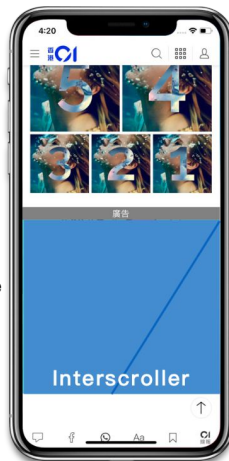E: advertising@hk01.com
T: +852 3582 8733

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

swipe the pictures can show another visual

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+*

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

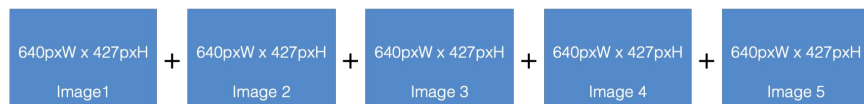# DIGITAL MEDIA
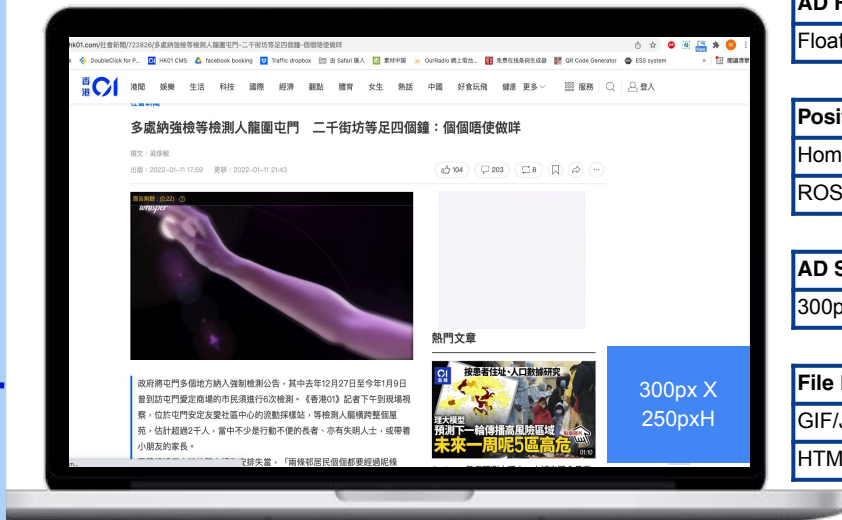## Floating AD

(Mobile Site Only)

HK01.com Website

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

立即下載 香港01 App

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

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
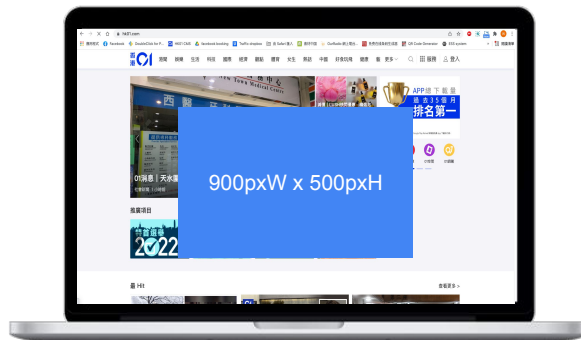Expandable Crazy Ad

(Desktop)

HK01.com Website

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

立即下載 香港01 App

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

When land to the page will popup expanded image, 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 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 / HTML5.
5. Secured tags (**https://**) must be provided for ALL placements
6. Max Animation Duration: <= 10sec (GIF / HTML5)

DIGITAL MEDIA
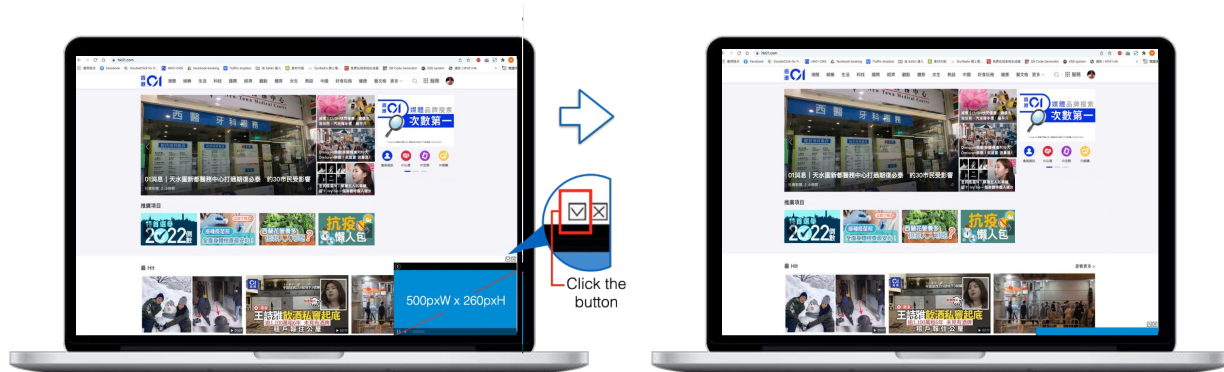## Balloon Video

(Desktop)

HK01.com Website

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

立即下載 香港01 App

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

Click the button

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

Position:	File Format	
ROS	MP4	

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.

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DIGITAL MEDIA

Skyscraper

(Desktop)

HK01.com Website

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

立即下載 香港01 App

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

AD Format:
Skyscraper

Position:
ROS / Article

AD Size:
120pxW x 600pxH

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

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

Roadblocking

(Desktop + Mobile Site + App)
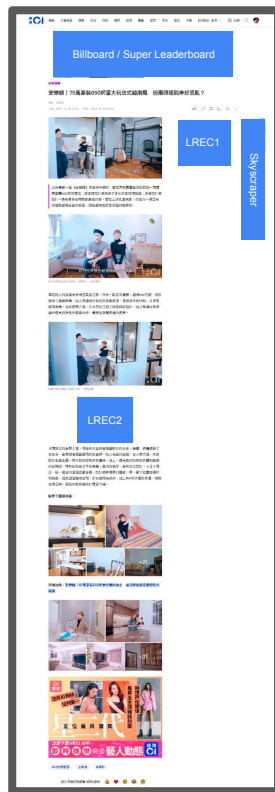
HK01.com Website

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

立即下載 香港01 App

Billboard / Super Leaderboard

LREC1

Skyscraper

LREC2

Top VIdeo

LREC1

Article AD

Article AD

Article AD

(for Desktop)

(for Mobile Site)

(for App)

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 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
Zone Horizontal Menu Bar

(Desktop and Mobile Site)

HK01.com Website

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

立即下載 香港01 App

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

AD Format	AD Size	Time	Position
Horizontal Menu Bar	Starting from position 4th - 1st Screen	Minimum 3 Days	Desktop / Mobile Web

- *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

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

Left close button is available for Image (JPG/GIF/PNG) only
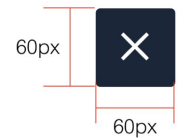
60px
60px

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 900KB

HTML5: Under 500KB Before Compressed

Left close button is available

HTML5's CPU Load: Under 30%

Video MP4 (9:16 / 3:4)

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

APP PUSH OPEN AD(AOA)

香港01
(App)

香港01 App

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

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香港01

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Google Play

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11:07

Continue to app

Advertisement

APP PUSH
OPEN AD
(320X480)
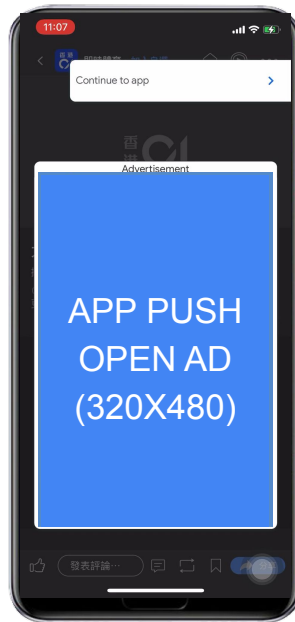
(Size2)

AD Format:
APP OPEN AD

AD Size1:
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)
12sec (Under 5MB)

Autoplay, Click to Pause, Mute Voice First

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

APP Anchor Banner Ad

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

香港01

(App)

香港01 App

(iOS + Android)
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AD Format:
APP Anchor Banner Ad
AD Size1:
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

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)

Page / 22

Click the photo → Scroll the photo → Scroll the photo

LREC Article AD (300X250)

Mobile Interstitial Article AD (320X480)

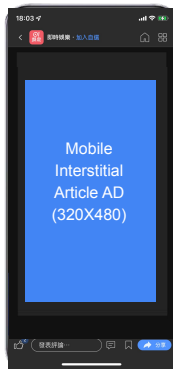HALF PAGE Article AD (300X600)

Position:
After first photo appearance,
each 4 photo appearance
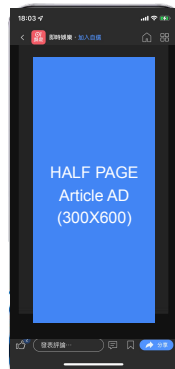
Position:
After first photo appearance,
each 4 photo appearance

Position:
After first photo appearance,
each 4 photo appearance

AD Format:

Gallery AD

AD Size1(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

• 1min (Under 15MB)

Autoplay, Click to Pause, Mute Voice First

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)

(Size 1)　　(Size 2)

(Size 3)　　(Size 4)　　(Size 5)

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:	
Scroll AD1 (no Frame)	
Scroll AD2 (Frame)	
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 1200pxH - 2x	
AD Size4 (no Boundary):	
360pxW x 540pxH - 1x	
720pxW x 1080pxH - 2x	
AD Size5 (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 4th Articles
Scroll Ad 2: display underneath 8th 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)
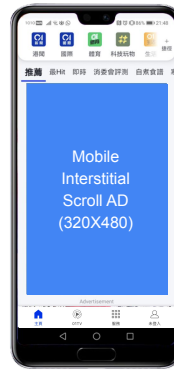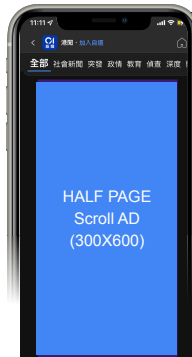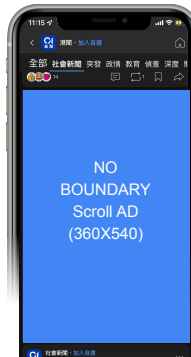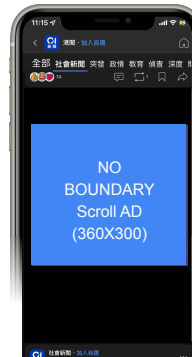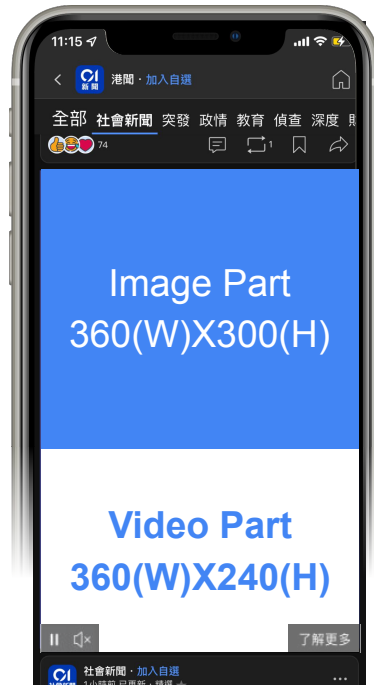•No. of Download：5.4M+
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Image Part
360(W)X300(H)

**Video Part
360(W)X240(H)**

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 1Min)

Autoplay, Click to Pause, Mute Voice First

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)

(for App)

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*

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)

(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.
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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:
Article AD

AD Size1(Mobile Interstitial):
320pxW x 480pxH - 1x
640pxW x 960pxH - 2x

AD Size2(LREC):
300pxW x 250pxH - 1x
600pxW x 500pxH - 2x

AD Size3 (NO BOUNDARY):
360pxW x 300pxH - 1x
720pxW x 600pxH - 2x

AD Size4:
320pxW x 50pxH - 1x
640pxW x 100pxH - 2x

AD Size5:
320pxW x 100pxH - 1x
640pxW x 200pxH - 2x

AD Size6:
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)

香港01
(App)

香港01 App

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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

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

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)

香港01 App

(iOS + Android)
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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

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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 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.

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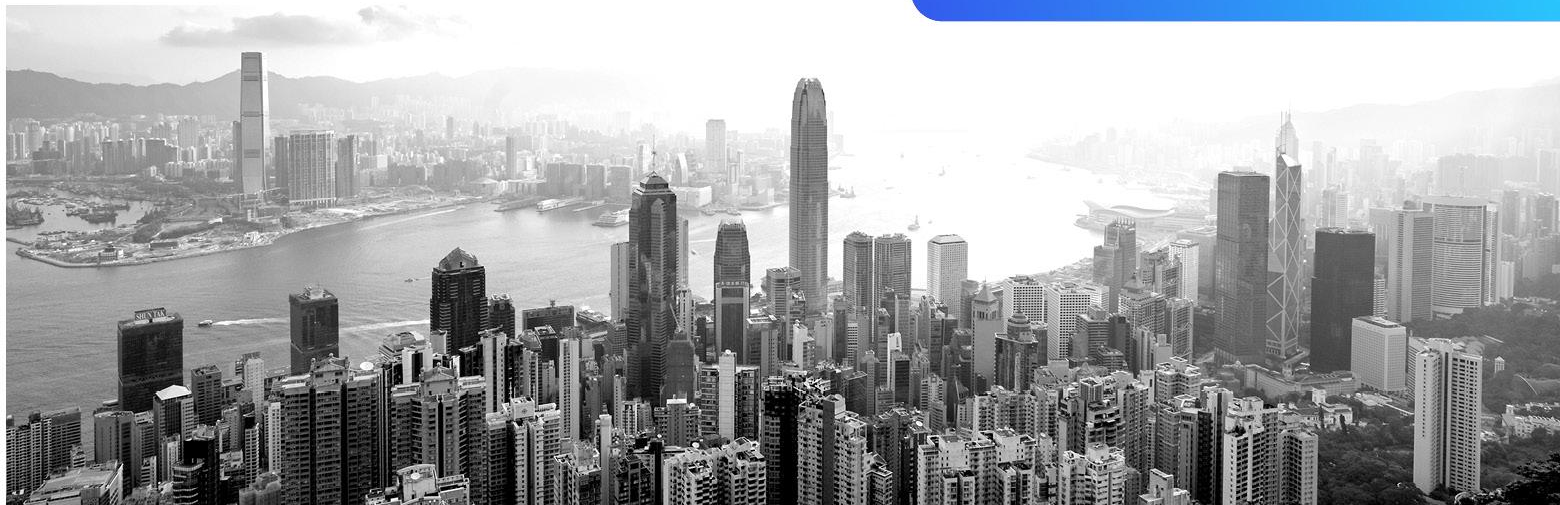
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