

Website 網頁

Platform 平台	Section 版位	Ad Format 廣告格式	Dimension 尺寸 (WxH)	Gross Rate 價目 (HK\$)	
HKET.com	Homepage & ROS 主頁及內頁	Desktop only 桌面版	Wide Skyscraper 寬幅摩天廣告	(160x600) + (160x600)	660/CPM
	Homepage & ROS 主頁及內頁	Desktop only 桌面版	Skyscraper 摩天廣告	(120x600) + (120x600)	600/CPM
	Homepage & ROS 主頁及內頁	Desktop only 桌面版	Billboard 超大型橫幅廣告	970x160	790/CPM
	Homepage & ROS 主頁及內頁	Desktop only 桌面版	Super Leaderboard 超級橫幅廣告	970x90	680/CPM
	Homepage & ROS 主頁及內頁	Desktop only 桌面版	Half-page 半頁廣告	300x600	495/CPM
	Homepage & ROS 主頁及內頁	Desktop only 桌面版	Leaderboard 橫幅廣告	728x90	385/CPM
TOPick	Homepage & ROS 主頁及內頁	Desktop & mobile 桌面及行動裝置版	Medium Rectangle 中矩形廣告	300x250	460/CPM
	Homepage & ROS 主頁及內頁	Desktop only 桌面版	Wide Skyscraper 寬幅摩天廣告	(160x600) + (160x600)	660/CPM
	Homepage & ROS 主頁及內頁	Desktop only 桌面版	Skyscraper 摩天廣告	(120x600) + (120x600)	600/CPM
	Homepage & ROS 主頁及內頁	Desktop only 桌面版	Billboard 超大型橫幅廣告	970x160	790/CPM
	Homepage & ROS 主頁及內頁	Desktop only 桌面版	Super Leaderboard 超級橫幅廣告	970x90	680/CPM
	ROS 內頁	Desktop only 桌面版	Half-page 半頁廣告	300x600	495/CPM
	Homepage & ROS 主頁及內頁	Desktop only 桌面版	Leaderboard 橫幅廣告	728x90	385/CPM
	Homepage & ROS 主頁及內頁	Desktop & mobile 桌面及行動裝置版	Medium Rectangle 中矩形廣告	300x250	460/CPM
	Homepage & ROS 主頁及內頁	Mobile only 行動版	Mobile Leaderboard 行動橫幅廣告	320x100	385/CPM
Property Station (地產站)	Homepage & ROS 主頁及內頁	Mobile only 行動版	Welcome Ad 全螢幕廣告	320x480	800/CPM
	Homepage & ROS 主頁及內頁	Desktop only 桌面版	Leaderboard 橫幅廣告	728x90	460/CPM
	Homepage & ROS 主頁及內頁	Desktop only 桌面版	Medium Rectangle 中矩形廣告	300x250	385/CPM

Mobile APP 手機應用程式

Platform 平台	Section 版位	Ad Format 廣告格式	Dimension 尺寸 (WxH)	Gross Rate 價目 (HK\$)
HKET Text App 文字版	First Screen 首頁	Welcome Ad 全螢幕廣告	320x480 ; 640x960 ; 768x1024 (for tablet)	800/CPM
	ROS 內頁	Mobile Leaderboard (行動裝置版)橫幅廣告	320x50 ; 640x100	400/CPM
	ROS 內頁	Mobile Billboard (行動裝置版)超級橫幅廣告	320x100 ; 640x200	450/CPM
	ROS 內頁	Mobile Rectangle (行動裝置版)中矩形廣告	300x250 ; 600x500	500/CPM
HKET Flip App 電子報	First Screen 首頁	Welcome Ad 全螢幕廣告	320x480 ; 640x960 ; 768x1024 (for tablet)	800/CPM
	ROS 內頁	Mobile Leaderboard (行動裝置版)橫幅廣告	320x50 ; 728x90 (for tablet)	400/CPM
	ROS 內頁	Mobile Rectangle (行動裝置版)中矩形廣告	300x250 ; 600x500	500/CPM
Property Station (地產站) Text App 文字版	ROS 內頁	Mobile Rectangle (行動裝置版)中矩形廣告	300x250 ; 600x500	500/CPM

Native Ad 贊助文章

Platform 平台	Ad Format 廣告格式	Gross Rate 價目 (HK\$)
HKET.com	HTML Sponsored Article with 3-days HKET.com Homepage entry 贊助文章連三天HKET.com首頁入口	66,000 / Time
TOPick	HTML Sponsored Article with 3-days TOPick Homepage entry 贊助文章連三天TOPick首頁入口	66,000 / Time

eDM 電郵推廣

Database 資料庫	Ad Format 廣告格式	Spec 尺寸	Gross Rate 價目 (HK\$)
HKET.com members	Standalone eDM	Max. 620 width	6 / Data

Social Media 社交媒體

Platform 平台	Ad Format 廣告格式	Gross Rate 價目 (HK\$)
Facebook - HKET, TOPick, Property Station (地產站)	Image / Link / Video / Video Link / Carousel / Share Post	44,000 / Feed
	Live Streaming	68,000 / Feed
	Facebook Advert handling fee 廣告管理費	30% of total advert budget
Instagram - TOPick	Image / Video	30,000 / Feed
	Instagram Advert handling fee 廣告管理費	30% of total advert budget

Remarks:

- Effective from 1-July-2018
- Ad productions are not included. Separate quotation to be provided upon request.
- The above rate does not include agency commission.
- Booking deadline: 10 working days prior to campaign launch.
- Material deadline: 5 working days prior to campaign launch.
- Editorial approval is required for all social media ad placements.
- All cancellation of order results in a cancellation fee : a fee equivalent to 50% of the advertising rate will be charged for those cancelled booking 3 days prior the launch date ; a fee equivalent to 100% of the advertising rate will be charged for those cancelled booking on the launch date.