

A blurred background image showing several people's hands holding and using various mobile devices like smartphones and tablets. The focus is on the foreground hand holding a black smartphone.

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 2024 Q2**

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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)

立即下载 香港01 App



E: [advertising@hk01.com](mailto:advertising@hk01.com)

T: +852 3582 8733



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

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

<b>AD Format:</b>
Billboard
Large Mobile Banner

<b>Position:</b>
HomePage
by Channel
ROS

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

<b>File Format</b>
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

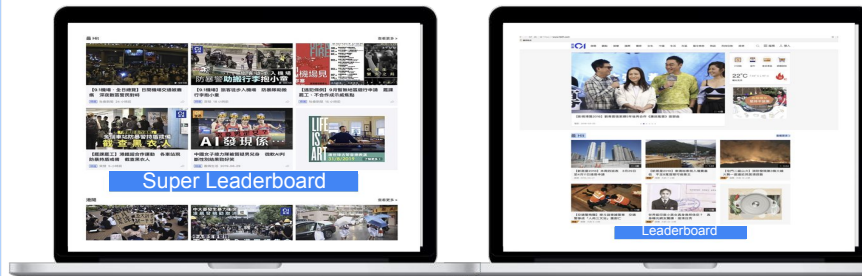
Daily Pageviews: 50M+ (Peak: 58M+)  
(as of JUN 2024)

立即下載 香港01 App



E: [advertising@hk01.com](mailto:advertising@hk01.com)

T: +852 3582 8733



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)

<b>AD Format:</b>
Super Leaderboard
Leaderboard
Banner
Mobile Leaderboard

<b>Position:</b>
HomePage
by Channel
ROS

<b>AD Size:</b>
970pxW x 90pxH (for Desktop 1280)
728pxW x 90pxH (for Desktop 960)
468pxW x 60pxH (for Tablet)
320pxW x 50pxH (for Mobile)

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

### 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)

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



# 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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E: [advertising@hk01.com](mailto: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)



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

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)

<b>AD Format:</b> LREC/Mobile Interstitial/Half-page ad 1&2
<b>Position:</b> HomePage by Channel ROS
<b>AD Size1:</b> 300pxW x 250pxH - 1x 600pxW x 500pxH - 2x
<b>AD Size2: (No applicable on Desktop Homepage/Channel and Mobile)</b> 320pxW x 480pxH - 1x 640pxW x 960pxH - 2x
<b>AD Size3: (No applicable on Desktop Homepage/Channel)</b> 300pxW x 600pxH - 1x 600pxW x 1200pxH - 2x
<i>Must Provide the 2 ad sizes</i>
<b>File Format</b> GIF/PNG/JPG: Under 900KB HTML5: Under 500KB Before Compressed Third Party Code
<b>Video MP4*</b> 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

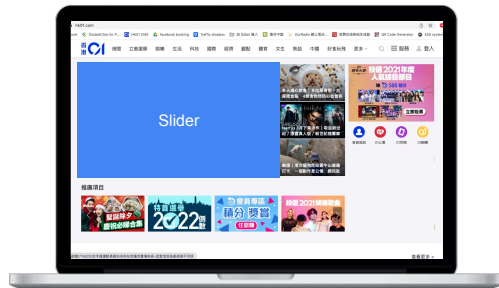
Daily Pageviews: 50M+ (Peak: 58M+)  
(as of JUN 2024)

立即下载 香港01 App



E: [advertising@hk01.com](mailto: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



# DIGITAL MEDIA

## Native AD



(Desktop and Mobile Site)

# HK01.com Website

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

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E: [advertising@hk01.com](mailto:advertising@hk01.com)

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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+*

### 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 / Traffic Anchor Ad



(Desktop and Mobile Site)

## HK01.com Website

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

立即下载 香港01 App

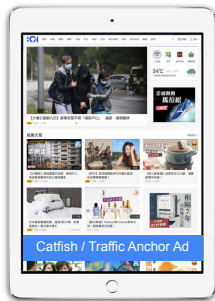


E: [advertising@hk01.com](mailto:advertising@hk01.com)

T: +852 3582 8733



(for Desktop)



(for Tablet)



(for Mobile)

<b>AD Format:</b>
Catfish / Traffic Anchor Ad

<b>Position:</b>
HomePage
ROS
by Channel

<b>AD Size:</b>
970pxW x 90pxH (for Desktop 1280)
728pxW x 90pxH (for Desktop 960)
468pxW x 60pxH (for Tablet)
320pxW x 50pxH (for Mobile)

<b>File Format</b>
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



(Desktop + Mobile Site)

# HK01.com Website

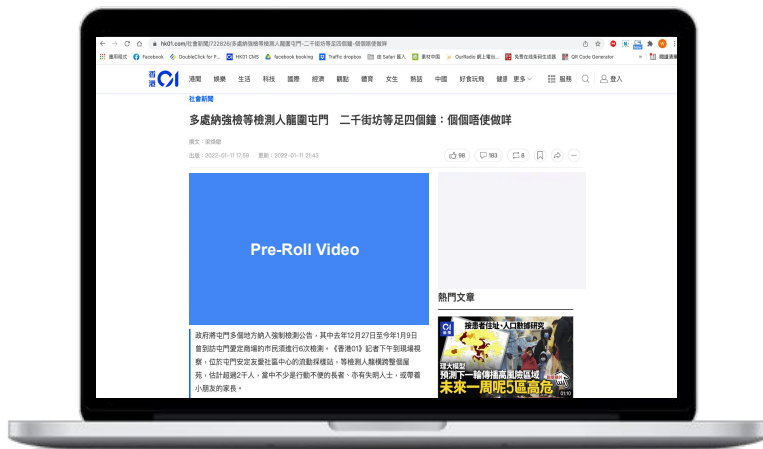
Daily Pageviews: 50M+ (Peak: 58M+)  
(as of JUN 2024)

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T: +852 3582 8733



(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: 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

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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

Gallery Ad - Desktop/Mobile



(Desktop and Mobile Site)

# HK01.com Website

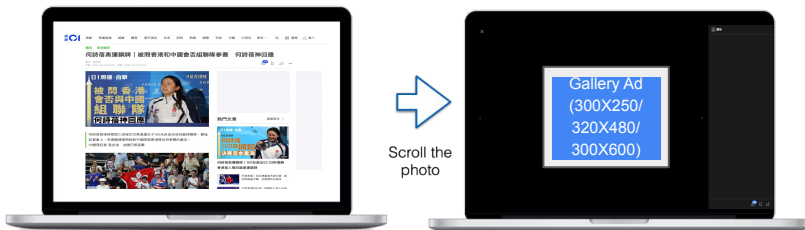
Daily Pageviews: 50M+ (Peak: 58M+)  
(as of JUN 2024)

立即下載 香港01 App



E: [advertising@hk01.com](mailto:advertising@hk01.com)

T: +852 3582 8733



Scroll the photo



Scroll the photo

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

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



## DIGITAL MEDIA

Top Video / Top LREC



(Mobile Site Only)

# HK01.com Website

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

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E: [advertising@hk01.com](mailto:advertising@hk01.com)

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TOP Video

4:3 (for TOP VIDEO)



TOP LREC

4:3 (for TOP LREC)

### General

- 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 Video Format type includes MP4.
  - Secured tags (**https://**) must be provided for ALL placements
- \* TOP Video just served Mobile Site Article.

<b>AD Format:</b>
Top Video/ Top LREC

<b>Position:</b>
Article

<b>AD Size(Video):</b>
4:3 / 16:9

<b>AD Size(Image)</b>
300pxW x 250pxH - 1x
600pxW x 500pxH - 2x

*Must Provide the 2 ad sizes*

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

<b>Video File Format</b>
mp4

<b>Video MP4*</b>
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

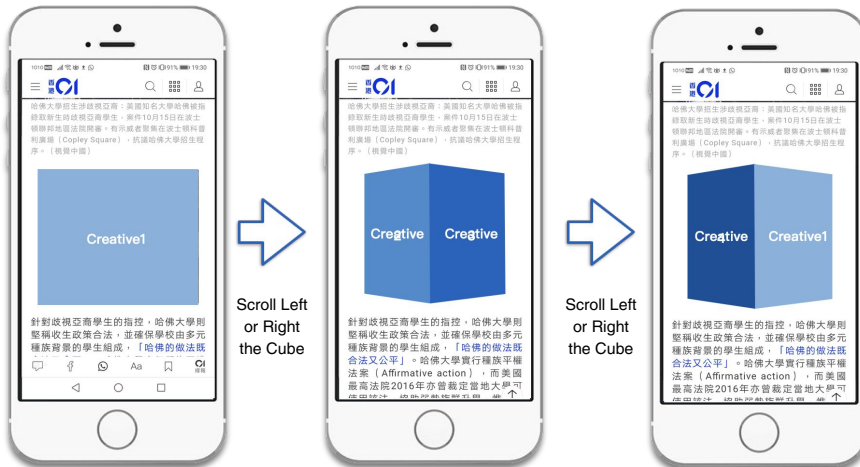
Daily Pageviews: 50M+ (Peak: 58M+)  
(as of JUN 2024)

立即下載 香港01 App



E: [advertising@hk01.com](mailto:advertising@hk01.com)

T: +852 3582 8733



4:3 (for Example)

4:3 (for Example)

4:3 (for Example)

<b>AD Format:</b>
Mobile Cube

<b>Position:</b>
Article

<b>AD Size:</b>
300pxW x 300pxH X 4Creative

<b>File Format</b>
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

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



## DIGITAL MEDIA

### Mobile Site Splash AD



(Mobile Site Only)

# HK01.com Website

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

立即下载 香港01 App



E: [advertising@hk01.com](mailto:advertising@hk01.com)

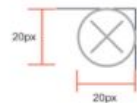
T: +852 3582 8733



(for iOS)



(for Android)



Close Button Spec

<b>AD Format:</b>
Mobile Site Splash Ad
<b>Mobile Phone:</b>
iOS + Android
<b>Position:</b>
ROS
by Channel
<b>Ad Size:</b>
640pxW x 1136pxH
<b>File Format</b>
• 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

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

## Mobile Site Video Splash AD



(Mobile Site Only)

# HK01.com Website

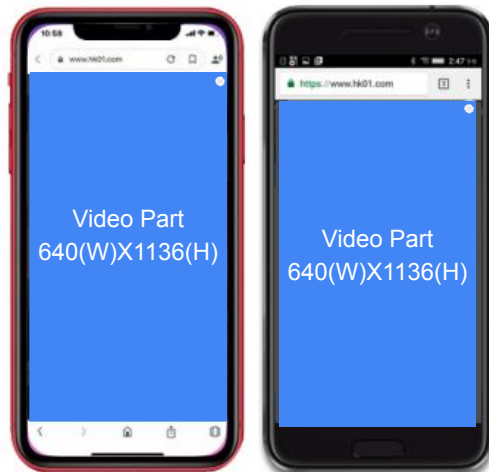
Daily Pageviews: 50M+ (Peak: 58M+)  
(as of JUN 2024)

立即下载 香港01 App



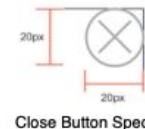
E: [advertising@hk01.com](mailto:advertising@hk01.com)

T: +852 3582 8733



(for iOS)

(for Android)



Close Button Spec

<b>AD Format:</b>
Mobile Site Splash Ad
<b>Mobile Phone:</b>
iOS + Android
<b>Position:</b>
ROS
by Channel
<b>Ad Size:</b>
640pxW x 1136pxH
<b>File Format</b>
• 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%*

### 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)
7. frequency cap: 3 per day



## DIGITAL MEDIA

### Mobile Site 2-in-1 Splash AD



(Mobile Site Only)

# HK01.com Website

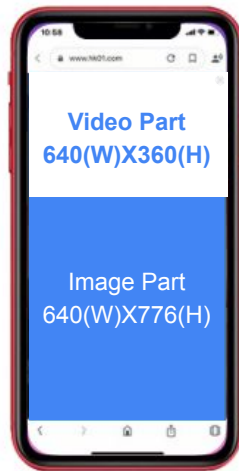
Daily Pageviews: 50M+ (Peak: 58M+)  
(as of JUN 2024)

立即下载 香港01 App

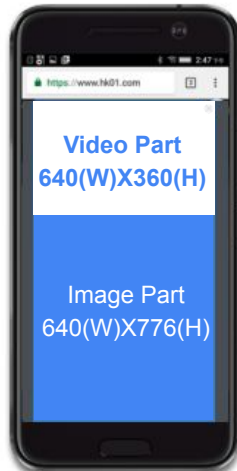


E: [advertising@hk01.com](mailto:advertising@hk01.com)

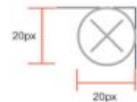
T: +852 3582 8733



(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

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)

# HK01.com Website

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

立即下載 香港01 App

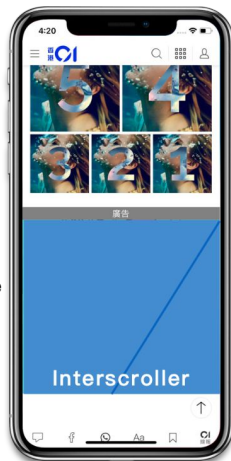


E: [advertising@hk01.com](mailto:advertising@hk01.com)

T: +852 3582 8733



Scroll Up the Article



Scroll Up the Article



Scroll Up the Article



<b>AD Format:</b>
Interscroller

<b>AD Size 1:</b>
300pxW X 480pxH 1X; 600pxW X 960pxH 2X

<b>AD Size 2:</b>
300pxW X 600pxH 1X; 600pxW X 1200pxH 2X

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

<b>Position:</b>
by Channel
Article

<b>File Format</b>
GIF/PNG/JPG: Under 900KB

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

### General

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





## DIGITAL MEDIA

### Mobile Cards



(Mobile Site Only)

## HK01.com Website

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

立即下載 香港01 App



E: [advertising@hk01.com](mailto:advertising@hk01.com)

T: +852 3582 8733



**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

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

Floating AD



(Desktop)

# HK01.com Website

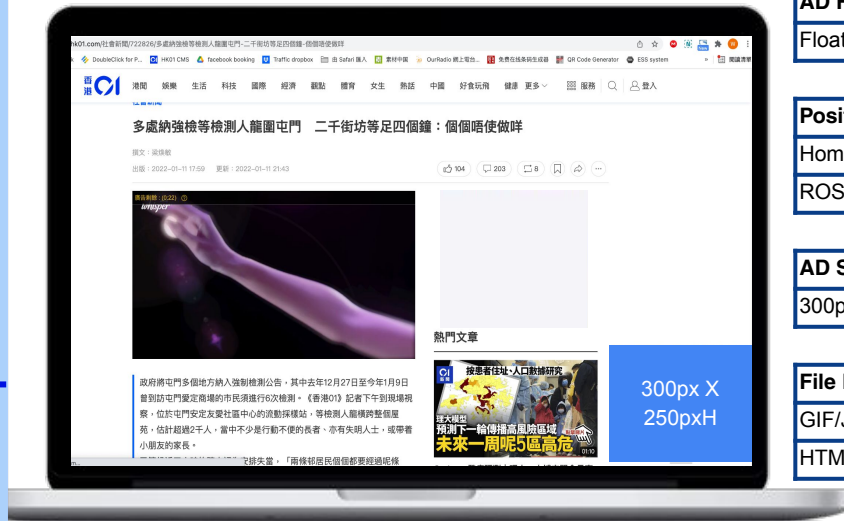
Daily Pageviews: 50M+ (Peak: 58M+)  
(as of JUN 2024)

立即下載 香港01 App



E: [advertising@hk01.com](mailto: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

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



# DIGITAL MEDIA

## Expandable Crazy Ad



(Desktop)

# HK01.com Website

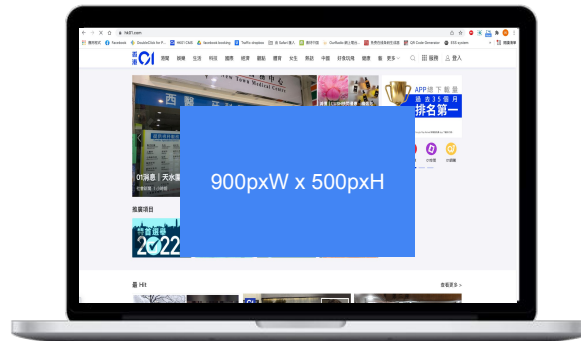
Daily Pageviews: 50M+ (Peak: 58M+)  
(as of JUN 2024)

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



<b>AD Format:</b>
Expandable Crazy Ad

<b>AD Size:</b>
300pxW x 250pxH (Original)
900pxW x 500pxH (Expanded)

*Must Provide the 2 ad sizes*

<b>Position:</b>
Homepage
by channel

<b>File Format</b>
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

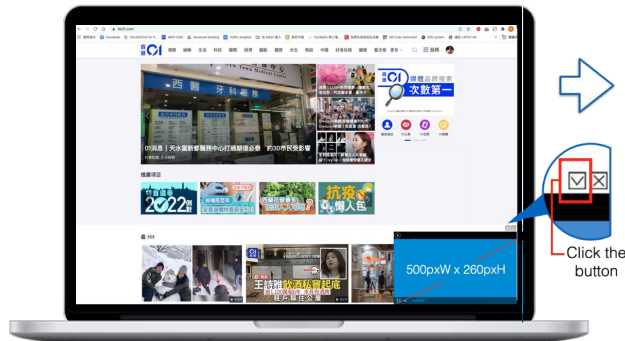
Daily Pageviews: 50M+ (Peak: 58M+)  
(as of JUN 2024)

立即下载 香港01 App



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<b>AD Format:</b>
Balloon Video

<b>AD Size:</b>
500pxW x 260pxH (16:9)

<b>Video MP4*</b>
1min (Under 15MB)

*Auto Play Video*

<b>Position:</b>
Homepage
ROS
by channel

<b>File Format</b>
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

Skyscraper



(Desktop)

HK01.com Website

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

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E: advertising@hk01.com

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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 JUN 2024)

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(for Desktop)



(for Mobile Site)



(for App)

### 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:**  
Billboard / Super leaderboard + Large Mobile Banner + LREC 1&2 + Skyscraper + 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+



## DIGITAL MEDIA

Zone Horizontal Menu Bar



(Desktop and Mobile Site)

# HK01.com Website

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

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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



# DIGITAL MEDIA

## Splash AD



(App)

## 香港01 App

(iOS + Android)

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

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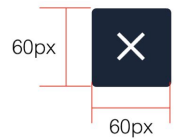


E: [advertising@hk01.com](mailto:advertising@hk01.com)

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



Close Button Spec

<b>AD Format:</b>
APP Splash Ad
<b>Mobile Phone:</b>
iOS + Android
<b>Position:</b>
App Open
ROA
<b>Ad Size:</b>
640pxW x 1136pxH
<b>File Format</b>
• 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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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)

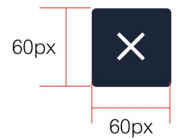
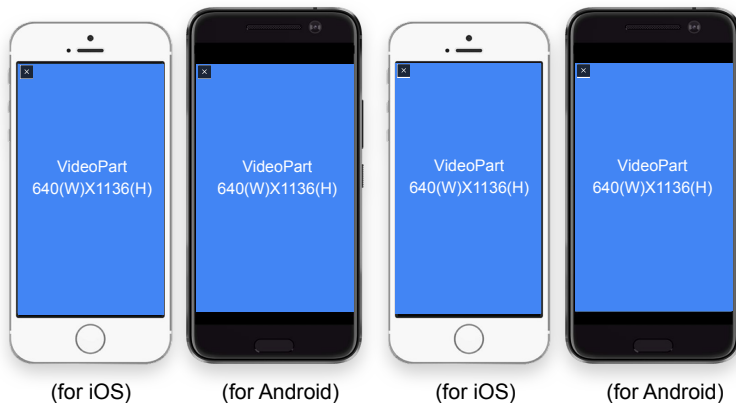
•No. of Download : 7M+  
(as of JUN 2024)

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Close Button Spec

<b>AD Format:</b>
APP Video Splash Ad
<b>Mobile Phone:</b>
iOS + Android
<b>Position:</b>
App Open
ROA
<b>Ad Size:</b>
640pxW x 1136pxH
<b>File Format</b>
• 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

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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)
7. Frequency cap: 3 per day



# DIGITAL MEDIA

## 2-in-1 Video Splash AD



(App)

## 香港01 App

(iOS + Android)

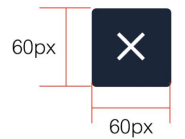
•No. of Download : 7M+  
(as of JUN 2024)

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T: +852 3582 8733



Close Button Spec

<b>AD Format:</b>
APP 2-in-1 Video Splash Ad
<b>Mobile Phone:</b>
iOS + Android
<b>Position:</b>
App Open
ROA
<b>Ad Size:</b>
640pxW x 1136pxH
<b>File Format</b>
• 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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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)



(App)

## 香港01 App

(iOS + Android)

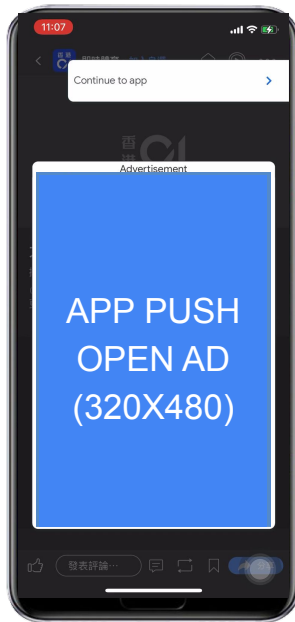
•No. of Download : 7M+  
(as of JUN 2024)

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(Size2)

#### AD Format:

#### APP OPEN AD

#### AD Size 1:

320pxW x 480pxH - 1x

640pxW x 960pxH - 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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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))



(App)

## 香港01 App

(iOS + Android)

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

立即下載 香港01 App



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T: +852 3582 8733



**AD Format:**

**APP Anchor Banner Ad**

**AD Size 1:**

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

### General

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



# DIGITAL MEDIA

## Gallery AD

(Position: Insert all Article News (Run of app))

After 1- Photo appearance, each 4- photo appearance)



(App)

## 香港01 App

(iOS + Android)

•No. of Download : 7M+

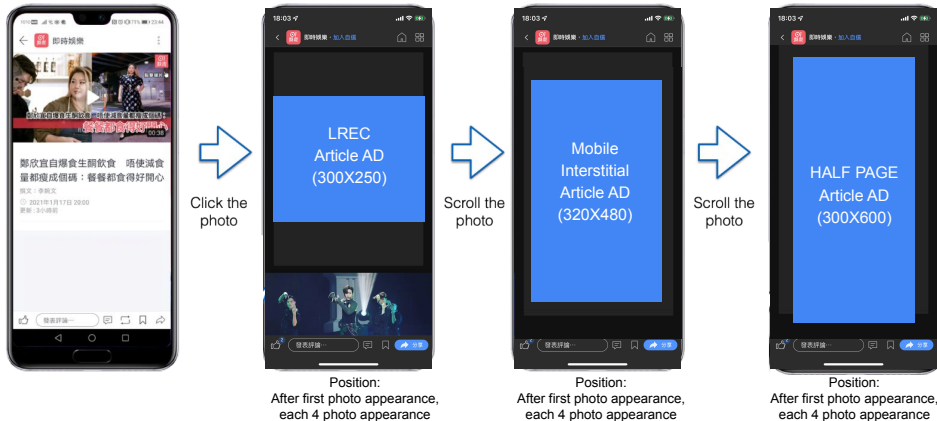
(as of JUN 2024)

立即下载 香港01 App



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**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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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

## 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+

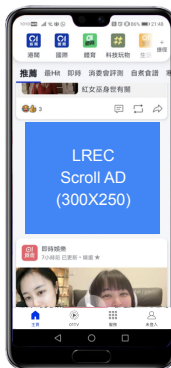
(as of JUN 2024)

立即下載 香港01 App

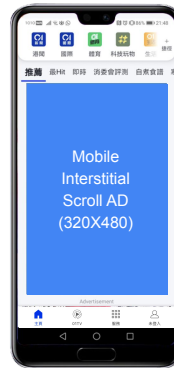


E: [advertising@hk01.com](mailto:advertising@hk01.com)

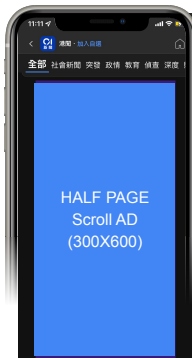
T: +852 3582 8733



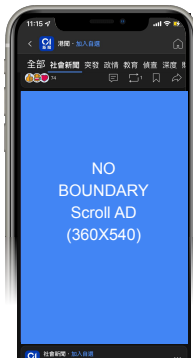
(Size 1)



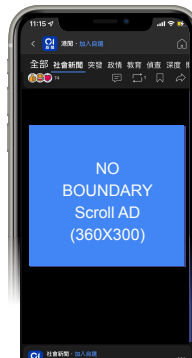
(Size 2)



(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)

<b>AD Format:</b>
Scroll AD1 (no Frame)
Scroll AD2 (Frame)
<b>AD Size 1(LREC):</b>
300pxW x 250pxH - 1x
600pxW x 500pxH - 2x
<b>AD Size 2(Mobile Interstitial):</b>
320pxW x 480pxH - 1x
640pxW x 960pxH - 2x
<b>AD Size 3 (Half Page):</b>
300pxW x 600pxH - 1x
600pxW x 1200pxH - 2x
<b>AD Size 4 (no Boundary):</b>
360pxW x 540pxH - 1x
720pxW x 1080pxH - 2x
<b>AD Size 5 (no Boundary):</b>
360pxW x 300pxH - 1x
720pxW x 600pxH - 2x

*Must Provide the 2 ad sizes for each format*

<b>Position:</b>
推薦 Recommendation, 頻道列表 Channel Listing, ROA Channel Listing

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

<b>Video MP4*</b>
• 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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<b>AD Format:</b>
2-in-1 Super Video Scroll AD
<b>AD Size (no Boundary):</b>
360pxW x 540pxH

*Must Provide the 2 ad sizes for each format*

<b>Position:</b>
推薦 Recommendation, 頻道列表 Channel Listing, ROA Channel Listing

<b>File Format</b>
• 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)

<b>AD Format:</b>
Pre-Roll Video

<b>Position:</b>
ROA
Article
by channel

<b>AD Size:</b>
640 X 360V

<b>File Format</b>
mp4

<b>Video MP4*</b>
Skippable Max 180 sec (Under 15MB)
Non Skippable Max 60 sec (Under 15MB)

- *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+  
(as of JUN 2024)

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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)

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

*Must Provide the 2 ad sizes for each format*

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

<b>Video MP4*</b>
• 1min (Under 15MB)

*Autoplay, Click to Pause, Mute Voice First*



# DIGITAL MEDIA

Sponsor Content /  
Branded Content

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



(App)

## 香港01 App

(iOS + Android)

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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



(App)

## 香港01 App

(iOS + Android)

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

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E: [advertising@hk01.com](mailto:advertising@hk01.com)

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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)

## 香港01 App

(iOS + Android)

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

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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)

## 香港01 App

(iOS + Android)

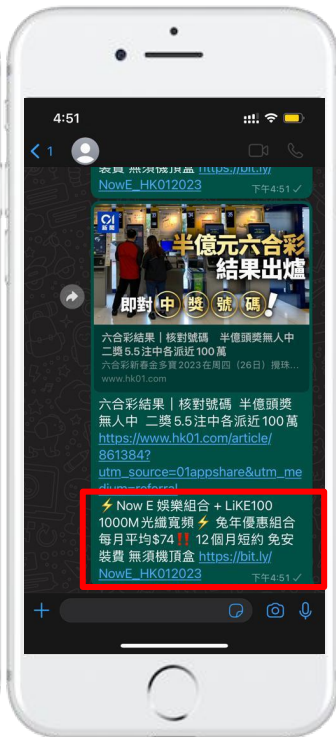
•No. of Download : 7M+  
(as of JUN 2024)

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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.
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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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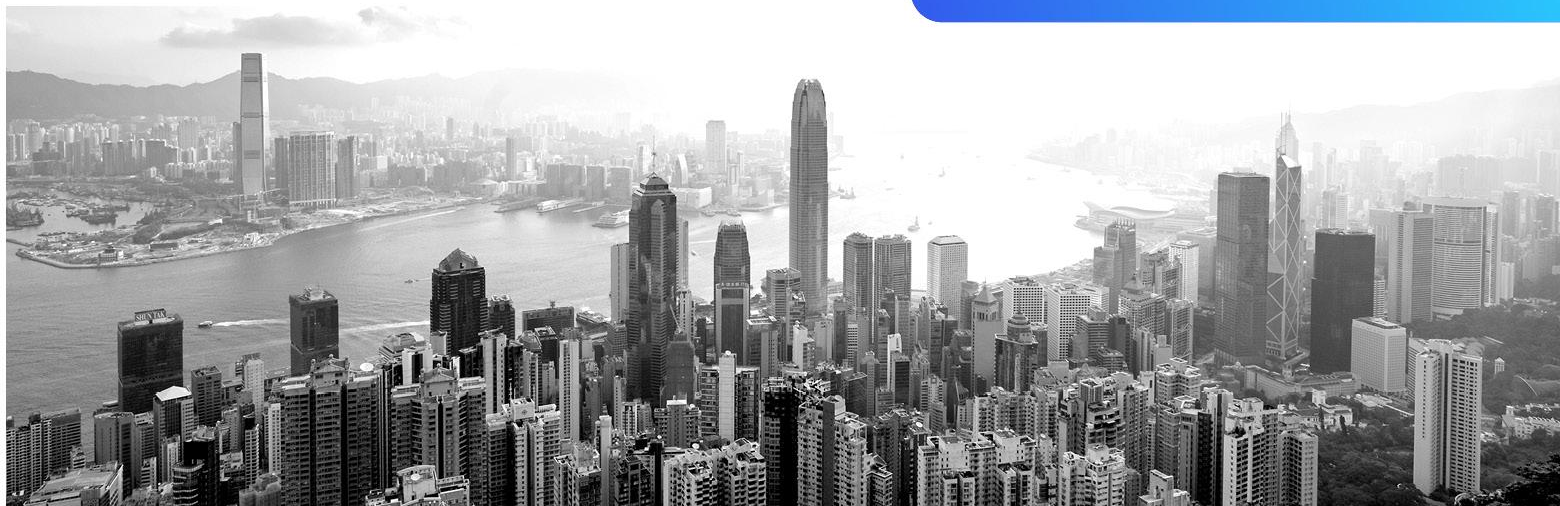
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