

Online Advertising Rate Card 2016*

Effective date : 1 January 2016
(subject to change without prior notice)

		星島頭條網 www.stheadline.com			星島網 www.singtao.com			頭條網 www.hkheadline.com			頭條財經網 www.headlinefinance.hk		
Section	Ad Type	Dimension (in pixels: w x h, file size)	Net Rate HKD	Units	Dimension (in pixels: w x h, file size)	Net Rate HKD	Units	Dimension (in pixels: w x h, file size)	Net Rate HKD	Units	Dimension (in pixels: w x h, file size)	Net Rate HKD	Units
Run of Site	Super Banner	-	-	-	728 x 90, <35k	HK\$150	CPM	728 x 90, <35k	HK\$150	CPM	728 x 90, <35k	HK\$150	CPM
Homepage	Large Rectangle	300 x 250 <40k	HK\$190	CPM	-	-	-	300 x 250 <40k	HK\$190	CPM	300 x 250 <40k	HK\$190	CPM
	Crazy Ads	780 x 430 (max.15secs) + 300 x 100 landing icon	HK\$340	CPM	780 x 430 (max.15secs) + 250 x 150 landing icon	HK\$340	CPM	780 x 430 (max.15secs) + 300 x 100 landing icon	HK\$340	CPM	520 x 250 (max. 15 secs) + 300 x 100 landing icon	HK\$340	CPM
	Full Banner	-	-	-	468 x 60 <15k	HK\$20,000	Per week	468 x 60 <15k	HK\$20,000	Per week	468 x 60 <15k	HK\$20,000	Per week
	Large Icon	-	-	-	300 x 100 <15k	HK\$25,000	Per week	300 x 100	HK\$25,000	Per week	-	-	-
Run of content	Large Rectangle	300 x 250 <40k	HK\$170	CPM	300 x 250 <40k	HK\$170	CPM	300 x 250 <40k	HK\$170	CPM	300 x 250 <40k	HK\$170	CPM
	Large Icon (right)	-	-	-	300 x 100 <15k	HK\$24,000	Per week	300 x 100	HK\$30,000	Per week	-	-	-
	Full Banner	-	-	-	468 x 60 <15k	HK\$20,000	Per week	-	-	-	-	-	
	Small Icon (left)	-	-	-	120 x 90 <10k	HK\$16,000	Per week	-	-	-	100 x 100 <15k	HK\$15,000	Per week
	Text Link	-	-	-	max 20 Chi. Characters	HK\$9,000	Per week	max. 20 Chi. Characters	HK\$9,000	Per Week	max. 20 Chi. Characters	HK\$9,000	Per week
	Keywords link	-	-	-	text phase < 4 chi. char. mouse over icon of 234 x 60	HK\$9,000	Per week	text phase < 4 chi. char. mouse over icon of 234 x 60	HK\$9,000	Per week	text phase < 4 chi. char. mouse over icon of 234 x 60	HK\$9,000	Per week
	Advertorial Content	-	-	-	max. 1,500 Chi. Characters With max. 5 photos	HK\$24,000	Per week	max. 1,500 Chi. Characters With 5 photos	HK\$24,000	Per week	-	-	-
EDM	Standalone EDM	-	-	-	HTML or Jpeg max. size 600 x 800	HK\$6	Per email	HTML or Jpeg max. size 600 x 800	HK\$6	Per email	-	-	
e-Newsletters	Large Icon	-	-	-	-	-	-	300 x 100 <15kb	HK\$8,000	Per issue	-	-	
	Advertorial Content	-	-	-	-	-	-	text – max. 230 words photo – max. 250 x 300	HK\$20,000	Per issue	-	-	

Special Formats

1. Mobile advertising on various platforms of mobile devices are available.
2. Expandable banners formats are available in various size at a base rate + 50% loading.
3. Video Streaming are available in selected formats at a base rate + 50% loading.
4. Joint promotion and sponsorships.
5. Custom size banners.
6. Content integration /advertorial.
7. Creative projects development & event management.
8. Special formats are subject to quote.

Booking Details

1. Banners
 - All banner materials should be provided in a format of JPEG, GIF or Flash.
 - Third party ad serving tags are acceptable (subject to our testing).
2. EDM
 - EDM creative should be in standard html or JPEG with landing page URL and email subject.
 - General Filters for Email direct marketing (EDM) include: Gender / Age group / Country etc.
 - EDM data filter: +15% loading on the top of basic rate per category.
3. Others
 - Bookings are accepted on first-come-first-served basis.
 - Normal material deadline: at least 3 working days before campaign launches.
 - Traffic statistics are available during and after the campaigns.

*Contact Information

For details, please contact our Advertising Department at Advertising Hotline : (852) 2798 2383 or email : ray.lee@singtaonewscorp.com.

General Terms and Conditions

1. The Advertiser or Advertising Agency (hereinafter called "Advertiser") shall not cancel orders for advertisements after executing an advertising service agreement (the "Agreement").
2. Sing Tao Limited (hereinafter called "Publisher") reserves the sole and absolute right to refuse order for any advertisement, or to omit, suspend or change the position of any advertisement otherwise accepted for insertion if it considers necessary and desirable without giving any reason.
3. Advertising fees shall be fully paid by way of crossed-cheque drawn in favor of "Sing Tao Limited" at the time of execution of the Agreement by Advertiser failing which the Agreement shall be void. All fees paid hereunder shall be non-refundable.
4. Advertiser hereby warrants and represents that: (i) Advertiser contracts with Publisher as principal (irrespective of whether it is an advertiser or an advertising agent or a media buyer and in case it is an agent, authorization to place the advertisement has been obtained from the advertiser) and shall be principally liable for all liabilities under the Agreement; (ii) the publication of the advertisement by Publisher will not be in breach of any contract or violate any third party's intellectual property rights including trademark, patent, copyright and trade secret; and (iii) the advertisement contains nothing that is defamatory, threatening, illegal, obscene, indecent, seditious, offensive, liable to incite racial hatred, discriminatory, menacing or in breach of any applicable laws or rules including but not limited to the Trade Descriptions Ordinance (Cap. 362) ("TDO") and the General Guidelines on the Fair Trading Sections of the TDO issued by the Commissioner of Customs and Excise and the Communications Authority.
5. Whilst Publisher shall make every effort to ensure accuracy and timely publication of the advertisement, Advertiser understands and agrees that Publisher shall not be liable for any action taken or any failure, hindrance or delay in the performance of its obligations herein if such action, failure, hindrance or delay arises out of causes beyond the control of Publisher. Such causes include, but not be limited to, acts of God, fires, floods, explosions, accidents, labour disputes, mechanical breakdowns, computer or system failures or other failures of equipment, failures of or defects in computer or system software, computer damage due to unauthorized programming routines, unavailability of or restrictions on any communication media for whatever reason, interruptions of power supplies, any law, decree, regulation or order of any government, competent authority, judicial bodies and any other causes beyond the control of Publisher.

6. Advertiser shall prepare and deliver the ready-to-publish digital file(s) of the advertisement to Publisher before the deadline set by Publisher. The digital file(s) containing the advertisement materials must conform to the quality and specifications specified by Publisher. Advertiser agrees to pay all costs incurred by Publisher in processing the advertisement materials which does not meet the specification required forthwith. Late payment shall be subject to an overdue interest at 2% per month.
7. Advertiser shall indemnify the Publisher (on full indemnity basis) for any claims, actions or threatened actions or proceedings instituted against Publisher and/or its directors, officers, employees and agents (hereinafter "Indemnified Parties") in respect of all or any liabilities, losses, damages, costs, charges or expenses which any of Indemnified Parties may suffer or incur (including without limitation all such costs, charges and expenses as Indemnified Parties or any of them may pay or incur in disputing any such claim or defending any action or threatened action or proceedings) which arise directly or indirectly in connection with or out of the publication of the advertisement published in accordance with the instruction or any material or information supplied to Publisher by Advertiser.
8. All advertising materials delivered to Publisher shall be destroyed by Publisher after publication of the advertisement. Publisher is not required to return any of those materials to Advertiser.
9. The placing of an order for advertisement shall amount to an acceptance of the terms and conditions herein. Any terms or conditions stipulated elsewhere by Advertiser shall be void so far as they are in conflict with the terms and conditions herein.
10. The liability of Publisher shall be limited to at its option of repaying the relevant advertising fees paid by Advertiser or republishing the relevant advertisement free of charge for a second time. Such complaints or claims shall not affect the liability of Advertiser for payment by the due date for that and all other advertisements.
11. Publisher shall not entertain any claim made by Advertiser in respect of any defect, imperfection or error whatsoever and howsoever arising hereunder or otherwise contained in the advertisement if such claim is made after the third day from and inclusive the date of the first publication of the advertisement.
12. Any person or entity who is not a party to this Rate Card shall have no rights under the Contracts (Rights of Third Parties) Ordinance (Cap. 623 of the Laws of Hong Kong) to enforce any terms of this General Terms and Conditions and this Rate Card.
13. The Agreement shall be construed in accordance with and governed by the laws of the Hong Kong Special Administrative Region of the People's Republic of China.