

## Advertising rate card 2011—for banner ads & tile ads

Placement / Section	Item	Dimension (Pixels)	Pricing Method	Max File Size (KB)	File Format	Net Rate (HK\$)	Nature
Run of Site	Full Banner	468 x 60	cpm*	20KB	GIF or JPEG	\$100/cpm*	Shared
Homepage	Medium Rectangle	300 x 250	cpm*	30KB		\$150/cpm*	Shared
	Premium Tile Ad A	300 x 125	Fixed	20KB		\$14,000/week <sup>^</sup>	Fixed
	Premium Tile Ad B	300 x 125	Fixed	20KB		\$12,000/week <sup>^</sup>	Fixed

(Effective from February 2011)

\* cpm = cost per thousand impressions  
<sup>^</sup> min amount ≥ \$10,000  
<sup>^</sup> min duration ≥ 1 week

### Homepage

The screenshot shows the CareerTimes homepage with several ad placements highlighted:

- Full Banner:** Located at the top right, featuring an advertisement for the 'International Graduate Programme' by Standard Chartered.
- Medium Rectangle:** Located in the middle right section, featuring an advertisement for HSBC (匯豐) with the tagline 'The world's local bank'.
- Premium Tile Ad A:** Located below the HSBC ad, featuring another advertisement for the 'International Graduate Programme' by Standard Chartered.
- Premium Tile Ad B:** Located at the bottom right, featuring an advertisement for VTC.

Other elements on the homepage include a search bar, navigation menu, and various job listings.

### Statistics

- Average daily unique visitors: 36,000+
- Average daily page views: 760,000+
- Total registered members: 500,000+

### Mechanical Deadlines:

- Booking deadline: 1 week prior to ad posting
- Material deadline: 3 working days prior to ad posting

### Material Guidelines:

- Special ad formats such as JQuery / Splash banner ad are available in all ad formats and for an additional 30 % loading.
  - No of still image: ≤ 2
  - Duration / still image: ≥ 3s
  - Transfer speed / still image: ≥ 3s
  - Demo url: <http://www.careertimes.com.hk/english/demo/sample.html>
- Other special ad formats such as crazy ads, expandable large rectangles and certain ads will NOT be accommodated.
- The above listed ad rates are applicable only to Internet Explorer 7.0 and 8.0 compatible formats such as JPEG, GIF and SWF.

### Terms and Conditions

- Rates exclusive of any agency commission.
- Customers must confirm all materials 3 days prior to post.
- All advertisements shall be submitted to Career Times Online Limited (the publisher) for final approval prior to (production and/or) publication.
- Orders for advertisements, placed by the advertiser or advertising agency and confirmed by the publisher, shall not be cancelled, transferred, refunded or redeemed for other services and products.
- Career Times Online Limited reserves the right to reject any orders for advertisement that are considered offensive or inappropriate for publication.
- Advertising space is subject to availability. Pre-emption system is applicable and verification shall be made 7 days before the launch date.
- All digital file(s) containing the advertisement materials must be composed in conformity with the quality requirements and specifications set forth by the publisher. The advertiser agrees to pay for any costs incurred by processing advertisement materials that fail to meet the publisher's specifications and requirements.
- Prices are subject to change without prior notice.