

Online Advertising Rate Card 網上廣告價目表2026

Website 網頁

Effective: 1st January 2026

Platform 平台	Section 版位	Ad Format 廣告格式	Device 裝置		Dimension 尺寸 (WxH)	Gross Rate 價目 (HK\$)
			Mobile	Desktop		
HKET TOPick Property Station (地產站) iMONEY (智富)	Homepage & ROS	Welcome Ad/ Splash Ad	✓	✓	Mobile: 480x720 Desktop: 800x450	1,250/CPM
		Video Splash Ad	✓		1) Resolution: 480 x 720 2) Aspect ratio: 2:3 (portrait) 3) Video duration: Max. 15 seconds 4) Format: MP4 (Max. 2MB)	1,250/CPM
		Idle Splash Ad		✓	800x450	1,250/CPM
		Wide Skyscraper		✓	160x600 & 160x600	1,050/CPM
		Skyscraper		✓	120x600 & 120x600	950/CPM
		Billboard		✓	970x160	1,130/CPM
		Super Leaderboard		✓	970x90	1,100/CPM
		Leaderboard		✓	728x90	610/CPM
		Medium Rectangle	✓	✓	300x250	730/CPM
		Banner Slider	✓	✓	320x180	Banner: 800/CPM Video: 840/CPM
		In-Banner Video	✓	✓	300x250	990/CPM
		Half-page		✓	300x600	800/CPM
		Standard Ad Floater (Baselayer)		✓	300x250 & 800x450	1,030/CPM
		Expander		✓	728x90 & 970x160	610/CPM
		3D Cube Banner	✓	✓	300x250	760/CPM
Inside Article Page	Interscroller / Flying Carpet	✓		480x720	1,230/CPM	
ROS	Pre-roll Ad	✓	✓	16:9 video	1,230/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	Welcome Ad/ Splash Ad	320 x 480; 640 x 960;	1,250/CPM
		Video Splash Ad	1) Resolution: 480 x 720 2) Aspect ratio: 2:3 (portrait) 3) Video duration: Max. 15 seconds 4) Format: MP4 (Max. 2MB)	1,250/CPM
	Section Front	Section Splash Ad	320x480; 640x960	1,250/CPM
	Inside Article Page	End Article Ad	320 x 480 pixels	1,250/CPM
	Homepage & ROS	Medium Rectangle	300x250; 600x500	730/CPM
	ROS	Pre-roll Ad	Aspect ratio: 16:9 (landscape)	1,230/CPM

Native Ad 贊助文章

Platform 平台	Ad Format 廣告格式	Gross Rate 價目 (HK\$)
HKET, TOPick, Property Station (地產站), iMONEY (智富)	HTML Sponsored Article 贊助文章	108,000 / 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, TOPick, Property Station (地產站), iMONEY (智富)	Standalone eDM	Max. 650 width	10 / Data

Social Media 社交媒體

Platform 平台	Ad Format 廣告格式	Gross Rate 價目 (HK\$)	
HKET TOPick Property Station (地產站) iMONEY (智富)	Facebook	Image/ Link/ Video/ Video Link/ Carousel Post/ Story	71,300 / Feed
		Facebook Boosting Handling Fee	30% of Total Boosting Budget
	Instagram	Image/ Link/ Video/ Video Link/ Story	49,700 / Feed
		Instagram Boosting Handling Fee	30% of Total Boosting Budget

Advertising Hotline 廣告查詢

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Remarks

- Effective from 1st January 2026
- 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.