

多維^{CN}

duoweicn多維 Advertising Format
as of DEC 2019 DIGITAL MEDIA





DIGITAL MEDIA
Splash AD



(App)

立即下載 多維新聞 App



多維新聞iOS版



多維新聞Android版

E: advertising@hk01.com

T: +852 3582 8733



(for iOS)

(for Android)

AD Format	Mobile Phone	File Format	AD Size
Splash AD (Frequency Cap: 3 per day)	iOS + Android	HTML5: Under 500KB	320pxW x 480pxH
		GIF / PNG / JPG: Under 1MB	
		Video MP4: Under 5MB 12 sec	576pxW x 1024pxH
			16:9 Scale
			4:3 Scale

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

General

1. All Ads must comply with duoweicn’s ad policies and guidelines, where applicable. All creatives are subject to duoweicn’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
LREC



(App)

LREC1 Position: Scroll down 4th Article Appearance
LREC2 Position: Scroll down 13th Article Appearance

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首頁



Position	AD Format
after 4 th Article Appearance	LREC1
after 13 th Article Appearance	LREC2

AD Size	File Format
600pxW x 500pxH	GIF / PNG / JPG: Under 1MB
300pxW x 250pxH	HTML5: Under 500KB Third Party Code MP4*: Under 5MB (30Sec) Under 8MB (1min)

General

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5. Secured tags (**https://**) must be provided for ALL placements
6. Max Animation Duration: <= 10sec (GIF / HTML5)



DIGITAL MEDIA

LREC



(App)

LREC1 Position: Scroll down 1st Article Appearance
LREC2 Position: Scroll down 3rd Article Appearance
LREC3 Position: Scroll down 12th Article Appearance,
each article is separated by 9 articles

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中國、全球、台灣、經濟頻道列表

Position	AD Format
after 1 st Article Appearance	LREC1
after 3 rd Article Appearance	LREC2
after 12 th Article Appearance, each article is separated by 9 articles	LREC3

AD Size	File Format
600pxW x 500pxH	GIF / PNG / JPG: Under 1MB
300pxW x 250pxH	HTML5: Under 500KB Third Party Code MP4*: Under 5MB (30Sec) Under 8MB (1min)

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5. Secured tags (**https://**) must be provided for ALL placements
6. Max Animation Duration: <= 10sec (GIF / HTML5)



DIGITAL MEDIA
LREC



(App)

LREC1 Position: Scroll down 1st Article Appearance
LREC2 Position: Scroll down 3rd Article Appearance
LREC3 Position: Scroll down 12th Article Appearance,
each article is separated by 9 articles

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我的收藏

Position	AD Format
after 1 st Article Appearance	LREC1
after 3 rd Article Appearance	LREC2

AD Size	File Format
600pxW x 500pxH	GIF / PNG / JPG: Under 1MB
300pxW x 250pxH	HTML5: Under 500KB Third Party Code MP4*: Under 5MB (30Sec) Under 8MB (1min)

General

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- 6. Max Animation Duration: <= 10sec (GIF / HTML5)



DIGITAL MEDIA

Articlelead_1



(App)

Articlelead_1 Position: under Main Photo/Title

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文章



Position	AD Format
Under Main Photo/Title	Articlelead_1

AD Size	File Format
600pxW x 500pxH	GIF / PNG / JPG: Under 1MB
300pxW x 250pxH	HTML5: Under 500KB Third Party Code MP4*: Under 5MB (30Sec) Under 8MB (1min)

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6. Max Animation Duration: <= 10sec (GIF / HTML5)



DIGITAL MEDIA Detaillisting_1

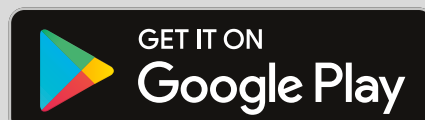


(App)

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多維新聞iOS版

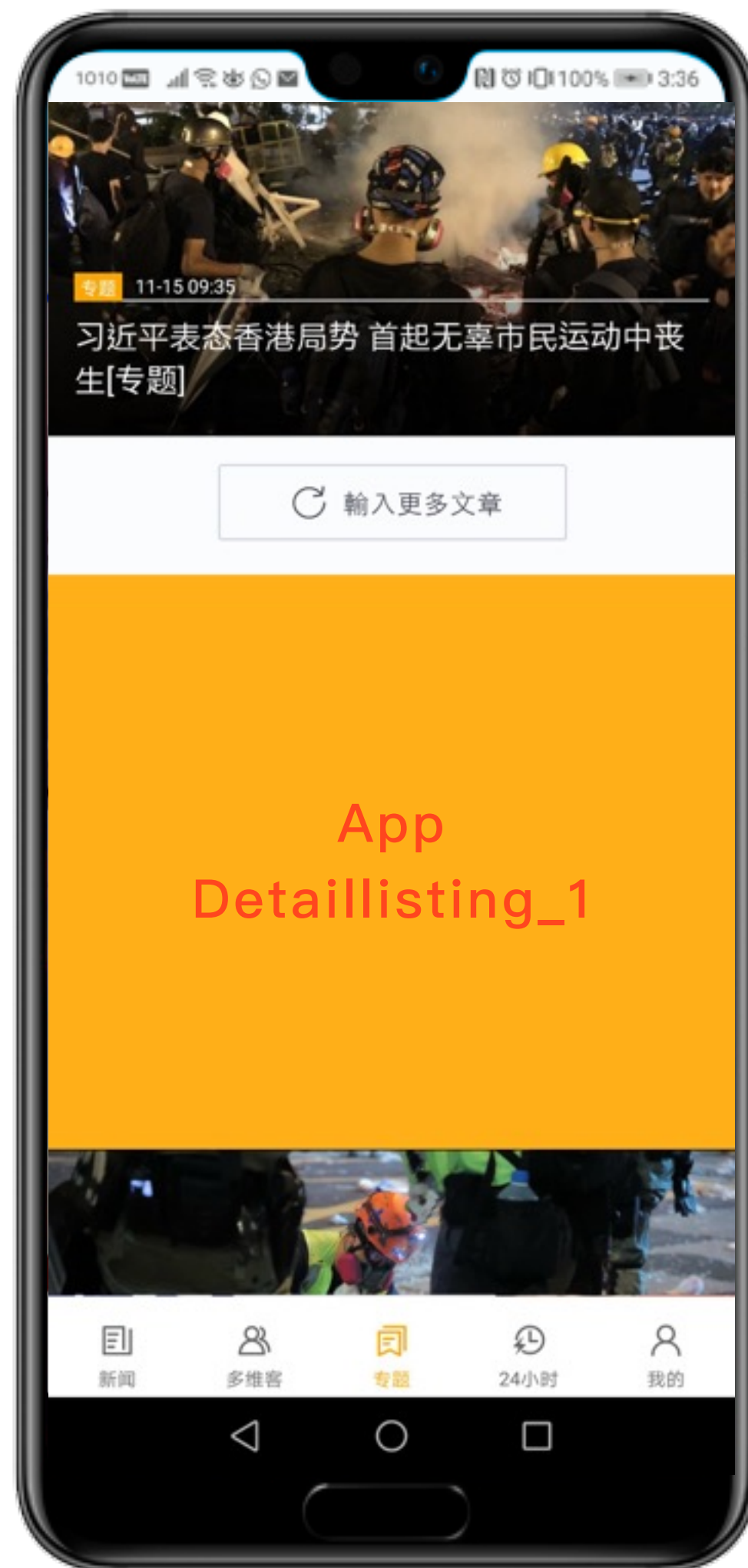


多維新聞Android版

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專題詳細列表



Position	AD Format
under 「載入更多文章」	Detaillisting_1

AD Size	File Format
600pxW x 500pxH	GIF / PNG / JPG: Under 1MB
300pxW x 250pxH	HTML5: Under 500KB Third Party Code MP4*: Under 5MB (30Sec) Under 8MB (1min)

General

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5. Secured tags (**https://**) must be provided for ALL placements
6. Max Animation Duration: <= 10sec (GIF / HTML5)



DIGITAL MEDIA Galleryad

(Position: Insert all Article News (Run of app)
after first photo appear, each 5 photo appearance)



(App)



1	廣告	1	2	3	4	5	廣告	1
---	----	---	---	---	---	---	----	---

Position	AD Format
App	Galleryad
	Galleryad (MP4)

AD Size	File Format
600px/W x 500px/H	GIF / PNG / JPG: Under 1MB
300px/W x 250px/H	HTML5: Under 500KB MP4*: Under 5MB (30sec) Under 8MB (1min)

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多維新聞iOS版



多維新聞Android版

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General

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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
overlayerad_1

(Position: Insert all Article News (Run of app)
on top of all photo)



(App)

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多維新聞iOS版



多維新聞Android版

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Position	AD Format
App (ROA)	overlayerad_1

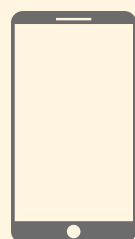
File Format	AD Size
HTML5: 200KB	320pxW x 100pxH / 320pxW x 50pxH
GIF / PNG: Under 1MB	
JPG: Under 200KB	

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
Splash AD



(Mobile Site Only)

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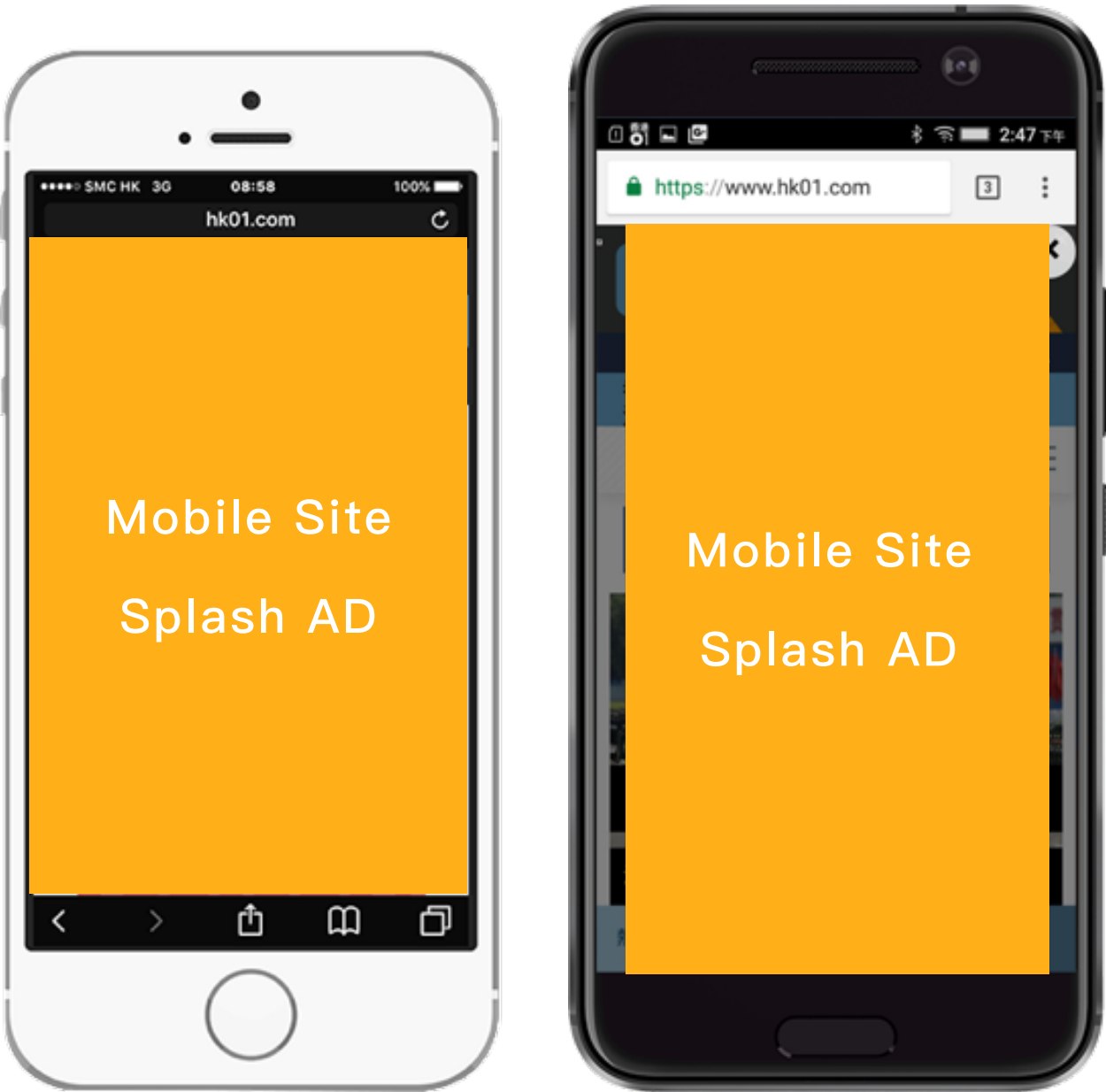




多維新聞iOS版

多維新聞Android版

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(for iOS)

(for Android)

AD Format	Mobile Phone	File Format	AD Size	Position
Splash AD (Frequency Cap3 per day)	iOS + Android	HTML5: Under 500KB	320pxW x 480pxH	ROS
		GIF / PNG / JPG: Under 1MB		
		Video MP4: Under 5MB 12 sec	576pxW x 1024pxH	by Channel
			16:9 Scale	
			4:3 Scale	

- *Proposed Availability on Mobile Phone with iOS 10+ or Android 6+*
- *Not Availability in Chrome browser*

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)
7. frequency cap: 3 per day



DIGITAL MEDIA
Leaderboard1



(Desktop and Mobile Site)

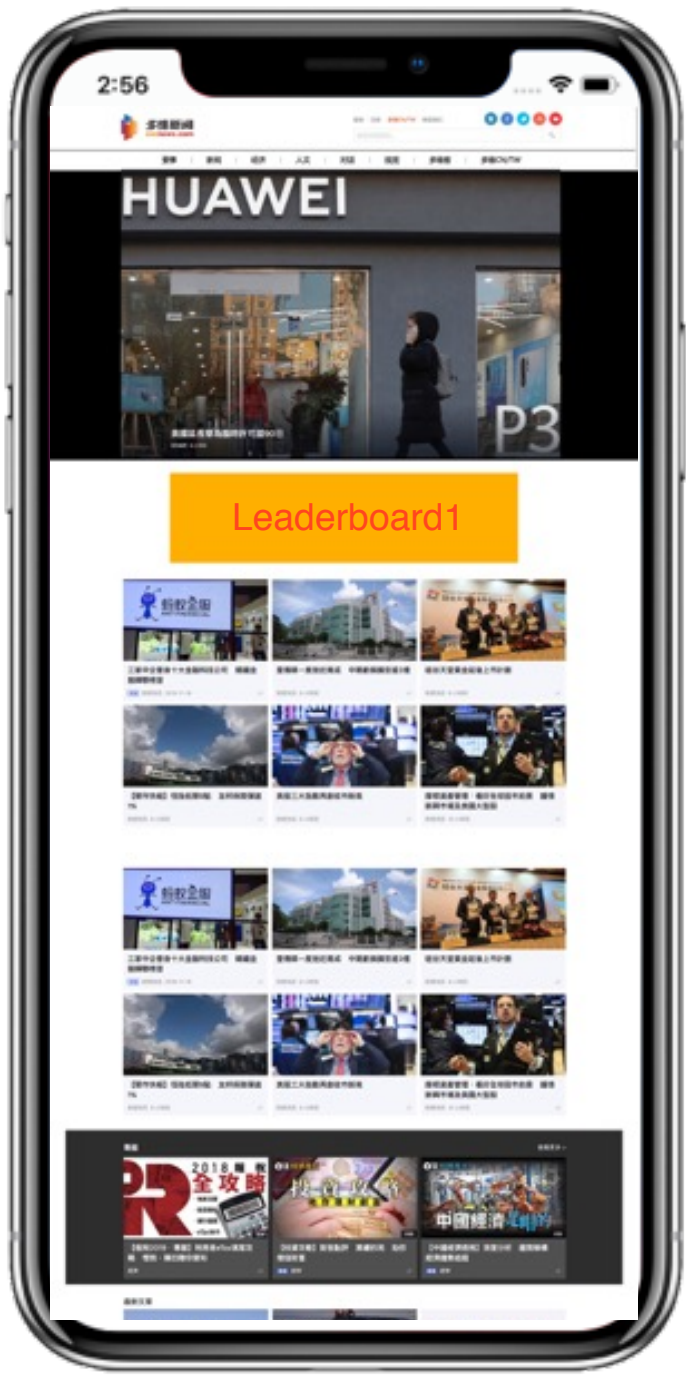
專題



Leaderboard1



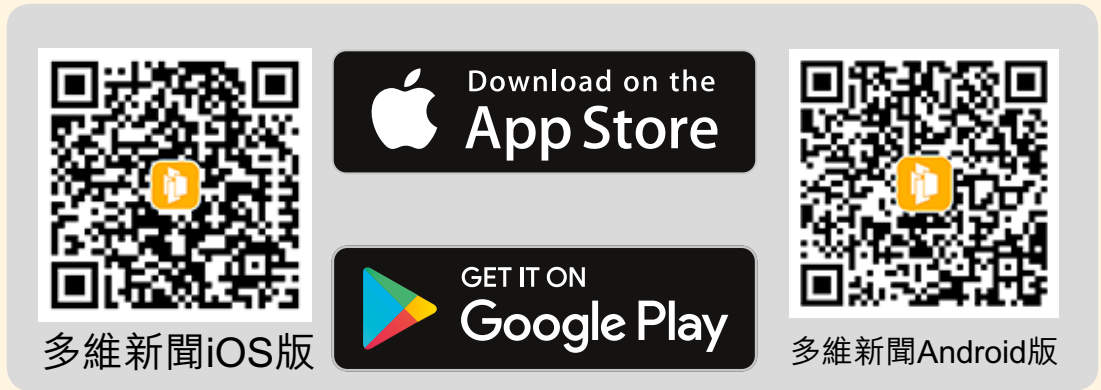
970px/W x 250px/H
(for Desktop 1280)



Leaderboard1

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

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AD Format	Position
Leaderboard1	Homepage
	ROS
	by Channel

File Format	AD Size
HTML5: 200KB GIF / PNG: Under 1MB JPG: Under 200KB	970pxW x 250pxH / 970pxW x 90pxH (for Desktop 1280)
	728pxW x 90pxH (for Desktop 960)
	468pxW x 60pxH (for Tablet)
	320pxW x 100pxH / 320pxW x 50pxH (for Mobile)

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

General

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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
Leaderboard2



(Desktop and Mobile Site)




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




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


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GET IT ON
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AD Format	Position
Leaderboard2	Homepage
	ROS
	by Channel

File Format	AD Size
HTML5: 200KB GIF / PNG: Under 1MB JPG: Under 200KB	970pxW x 250pxH / 970pxW x 90pxH (for Desktop 1280)
	728pxW x 90pxH (for Desktop 960)
	468pxW x 60pxH (for Tablet)
	320pxW x 100pxH / 320pxW x 50pxH (for Mobile)

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

General

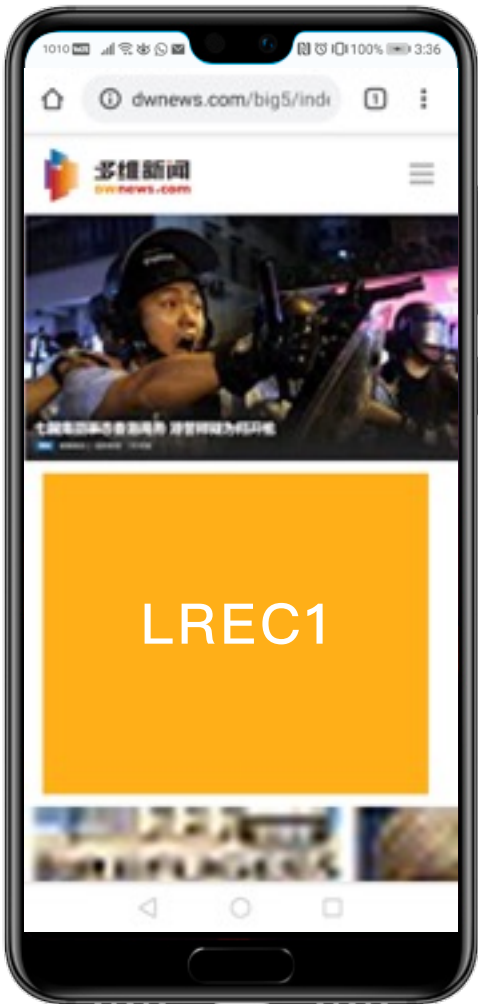
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2. All Ads must be secured and fulfill the SSL compliance.
3. All Ads must be submitted at least 5 working days prior to the launch of campaign.
4. Supported Ads type includes GIF / JPG / PNG / HTML5.
5. Secured tags (**https://**) must be provided for ALL placements
6. Max Animation Duration: <= 10sec (GIF / HTML5)



DIGITAL MEDIA LREC



(Desktop and Mobile Site)



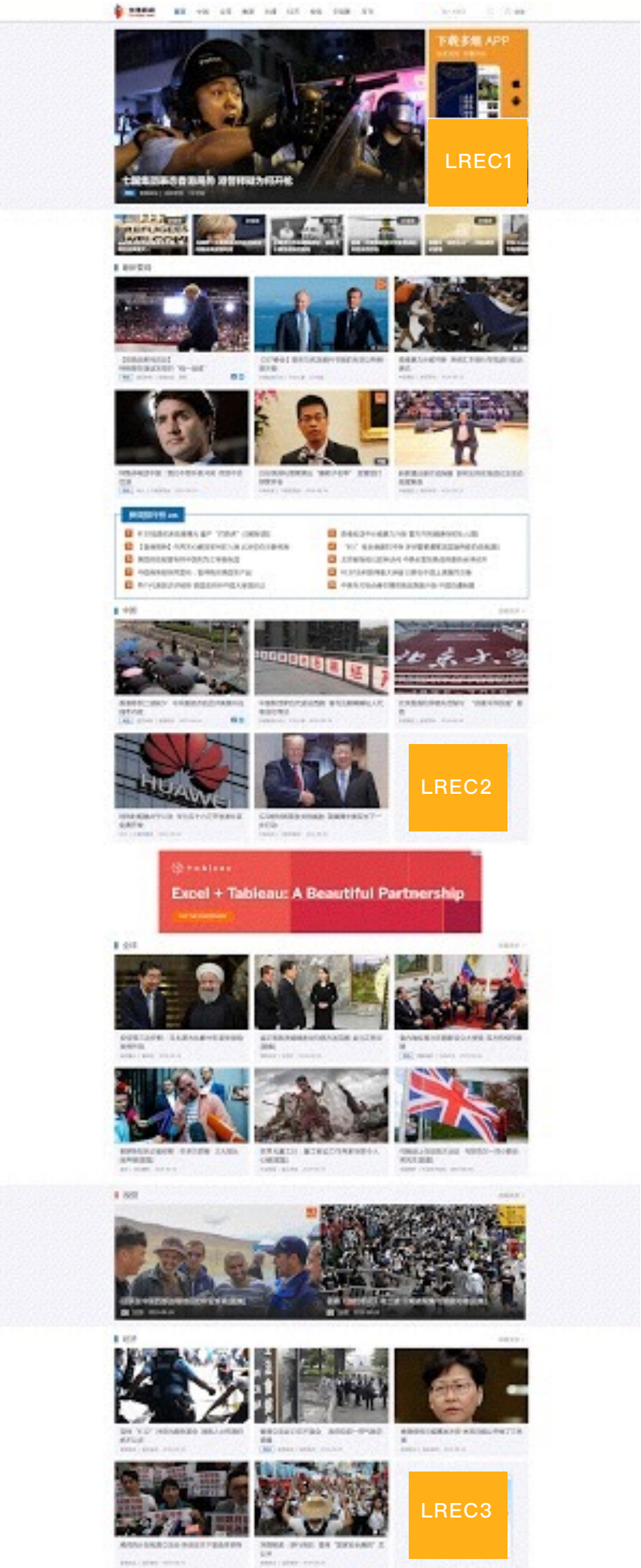
300px/W x 250px/H
(for Mobile)



300px/W x 250px/H
(for Mobile)



300px/W x 250px/H
(for Tablet)



300px/W x 250px/H
(for Desktop 1280 / 960)

AD Size	File Format
600px/W x 500px/H	GIF / PNG / JPG: Under 1MB
300px/W x 250px/H	HTML5: Under 500KB Third Party Code MP4*: Under 5MB (30sec) Under 8MB (1min)

- Video Format (MP4) Available for LREC 30% Loading Applies to Standard Rate.
- Proposed Availability on Mobile Phone with iOS 10+ or Android 6+





AD Format	Position
LREC1	Homepage by Channel ROS
LREC2	Homepage by Channel ROS
LREC3	Homepage by Channel ROS

General

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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)

* LREC Video just served desktop website.

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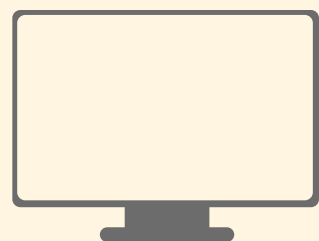
多維新聞iOS版

多維新聞Android版

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DIGITAL MEDIA
Skyscraper



(Desktop)

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Download on the
App Store

GET IT ON
Google Play

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AD Format	AD Size	File Format	Position
Skyscraper	120pxW x 600pxH	GIF / PNG / JPG: Under 1MB	ROS
		HTML5: Under 500KB	

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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 Formats Specifications and Requirements (Web and App)

Specifications for HTML5 file type

- Frame rate: Up to 24 FPS
- 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.
- 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

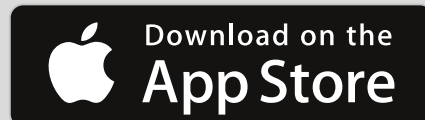
- Dimension: 300 x250 / 16:9
- 3rd Party Serving / HTML 5 / MP4
- Duration of the Video: Max 1min, min 30 sec
- Max File size: 30 sec < 3MB / 1min < 5MB
- Supported Models: iOS, Android devices
- Control Panel: Must Have include HTML 5 file
- Auto play Once
- Mute Voice First
- Provide Static Image 300x250

(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 benefitted 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 11/F, The Octagon, No. 6 Sha Tsui Road, Tsuen Wan, N.T. HK.

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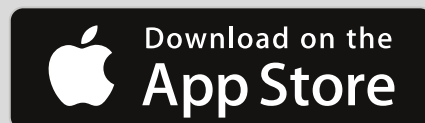


duoweicn多維 Advertising Format
END

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