



**LEADERBOARD**  
\$1,300/week  
\$4,700/month  
Banner Design Fee: \$100

**BIG BOX (Per Banner)**  
\$1,600/week  
\$4,900/month  
Banner Design Fee: \$120

- Maximum rotation with 5 advertisers per banner
- Average 400,000 impressions\* per month

\*Based on Google Analytics

**Static Image Ad Format: JPG, GIF, HTML**  
**Motion Ad Supporting Format: GIF, HTML**

- The play time of motion ad is suggested to be under 30-second duration.
- Volume controller function is required for sound.
  - File should be mute at starting.
  - Volume controller function should be well shown. For example, by adding a speaker icon

Ad Type	Pixel Dimensions (W x H)		Maximum Capacity
	Desktop	Mobile	
Leaderbox	760 x 90	300 x 90	Motion: 2 MB Static: 500KB
Big Box	300 x 250	300 x 250	Motion: 2 MB Static: 500KB

**Notes:**

1. If the file location is provided by client, such as hyperlink or special coding linkage, the size is not limited.
2. Pre-emption is applied by Home Page Take Over.

Note: The above details are subject to change at Ming Pao's discretion without further notice.