

The Standard Digital Advertising Rate Card 2025

Website

Platform	Format	Section	Size (W x H)/ Format	Position	Rate (CPM / HKD)
The Standard Website	Top Banner	Desktop + Mobile	Desktop: 970 x 160 pixels Mobile: 320 x 50 / 320 x 100 pixels	Homepage + ROS	400
	Baseboard				350
	Leaderboard				300
	LERC				250
	Pop Up Banner (Desktop)	Desktop	1024 x 768 pixels		350
	Skyscraper		160 x 600 pixels		350
	Pop Up Banner (Mobile)	Mobile	320 x 480 pixels		350
	Interscroller		300 x 600 pixels	ROS	350

Mobile App

Platform	Format	Size (W x H)/ Format	Position	Rate (CPM / HKD)
The Standard App	LERC	300 x 250 pixels	Homepage + ROS	250
	Pop Up Banner	320 x 480 pixels		350
	Interscroller	320 x 600 pixels	ROS	350

Native Ad

Platform	Format	Size (W x H)/ Format	Position	Rate (HKD)
The Standard Web + App	Native Ad	Media Cost	Selectable Zone (Choose 1): Breaking News, Hong Kong News, World News, China News, Business & Innovation, Property, Education, Art & Lifestyle, Entertainment, Sports	28,000
		Write Up Cost		7,000

Social Media

Platform	Format	Size (W x H)/ Format	Position	Rate (HKD)
The Standard Facebook	Facebook Feed	Square Image: 1080 x 1080 pixels Portrait Image: 1080 x 1350 pixels	Selectable Page (Choose 1): The Standard Facebook The Standard Lifestyle Page The Standard Education Page The Standard Property Page	20,000
	Link Post	Landing page to be provided		20,000
	Video Post	Video less than 1 min is preferred		22,000
	Facebook Live	45 mins Chit-Chat Session		60,000

Web Video Player

Platform	Format	Format	Rate (HKD)
The Standard Web	Video Player	MP4	15,000/ week

eDM

Platform	Format	Size (W x H)	Rate (HKD)
Email Newsletter	eDM	800 x 1,000 pixels	15,000/ job

Contact Information

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Effective date: 1 May 2025