

SITE SNAPSHOT

Rate Card & Media Kit 2011

PIXEL MEDIA
A S I A



Last Updated

Jun 2011

Site Name

881903.com < EXCLUSIVE

URL

<http://www.881903.com/>

 **881903.com**

881903.com is the official website of Hong Kong Commercial Broadcasting Co. Ltd. (aka **Commercial Radio** 商業電台), the leading radio broadcaster in Hong Kong.

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881903.com is an online media platform consisting of:

- Online Radio Stations (網上電台)
- Instant News (即時新聞)
- Financial Info (財經資訊)
- Entertainment (娛樂)
- Interactions (聽眾互動)
- Radio Programme Archives (節目重溫)

881903.com provides free and easy-to-read instant news in its various News Channels; updated radio program schedules and DJ profiles; visual support as well as interactive communication components such as message boards, blogs, online voting and recruitment to radio programmes; online archive library of radio programs for local and overseas subscribers; and comprehensive stock, warrant and FX info in its Finance Channel.

With the launch of **Skull & Bones (Snb.hk)** in February 2009, a unique finance-oriented social networking platform established by 881903.com that provides free analysis of stocks, investment and financial market insights targeting local finance elites, 881903.com has emerged as a popular, all-round integrated platform for advertisers.

Content of 881903.com is further delivered with ease to a larger user population via its internet browser add-on **Hong Kong Toolbar®**. It offers a new spectrum of opportunities and creates innovative, exciting medium to reach a wide range of audience at work and at home.

881903.com Site Statistics

Monthly Page Views:	7,078,222
Monthly Unique Users:	696,320
Average Page Duration:	1 min 10 sec

Source: nielsenOnline Site Census May 2011



Monthly Traffic By Sections

- 881903 Homepage	762,919
- News Section	1,523,107
- Finance+Skull & Bones	1,410,657

Source: nielsenOnline Site Census May 2011

Demographics

Gender:		Age:		Education:	
Male	58%	18 or under	12%	Form 7 or less	57%
Female	42%	18 – 29	37%	Certificate/Diploma	17%
		30 – 39	28%	Degree	17%
		40+	23%	Post Graduate	9%

Source: nielsenOnline Market Intelligence Mar 2011



Online Advertising Rate Card 2011

Location	Ad Type	Dimension/Size	How Sold?	NET CPM (HK\$)	Units
Homepage	Super Banner	728x90, <40k	Rotational/Impressions	\$100	cpm
	Large Rectangle	300x250, <40k	Rotational/Impressions	\$100	cpm
	Crazy Ad + Reminder	400x300 + 350x62 <40k + <10k	Fixed Daily	\$15,000	Per day
News Channel					
Run of Channel <i>(Local, International, Finance, Sports & Entertainment)</i>	Super Banner	728x90, <40k	Rotational/Impressions	\$90	cpm
	Large Rectangle	300x250, <40k	Rotational/Impressions	\$100	cpm
Finance Channel					
Run of Channel <i>(Stock, Warrants, FX, Commentary & Diary)</i>	Super Banner	728x90, <40k	Rotational/Impressions	\$80	cpm
	Large Rectangle	300x250, <40k	Rotational/Impressions	\$90	cpm
Snb.hk					
Snb.hk Homepage	Large Rectangle	300x250, <40k	Rotational/Impressions	\$100	cpm
Snb.hk Run of Channel	Super Banner	728x90, <40k	Rotational/Impressions	\$80	cpm
	Large Rectangle	300x250, <40k	Rotational/Impressions	\$90	cpm
Email Advertising <i>(5,500 snb members)</i>	Standalone email	HTML , 800x600	Per email	\$2.40 (base rate)	Per email
881 Channel					
881 Homepage	Super Banner	728x90, <40k	Rotational/Impressions	\$70	cpm
	Large Rectangle	300x250, <40k	Rotational/Impressions	\$80	cpm
881 Run of Channel	Super Banner	728x90, <40k	Rotational/Impressions	\$60	cpm
	Large Rectangle	300x250, <40k	Rotational/Impressions	\$70	cpm
903 Channel					
903 Homepage	Super Banner	728x90, <40k	Rotational/Impressions	\$80	cpm
	Large Rectangle	300x250, <40k	Rotational/Impressions	\$90	cpm
903 Run of Channel	Super Banner	728x90, <40k	Rotational/Impressions	\$70	cpm
	Large Rectangle	300x250, <40k	Rotational/Impressions	\$80	cpm
Run of Site					
	Super Banner	728x90, <40k	Rotational/Impressions	\$70	cpm
	Large Rectangle	300x250, <40k	Rotational/Impressions	\$80	cpm
	Toolbar Trigger Ad (Large Rectangle)	300x250, <40k	Fixed Daily	\$2,800	Per day
	Toolbar Trigger Ad (Catfish)	774x60, <30k	Fixed Daily	\$2,800	Per day
Email Advertising	Standalone email	HTML , 800x600	Per email	\$2.00 (base rate)	Per email

* CPM = Cost per 1,000 ad views (impressions)

Additional Information for Email Advertising

E-mail database will be sold together with my903.com in ONE database excluding the duplicated E-mail addresses

Total Available E-mail after de-duplication: 360,000+

Additional Loading/Fees for Targeting:

- 1st targeting criteria: loading waived
- 2nd onwards targeting criteria: Base Rate + 10% per each filtering

Email Targeting Features Available

Gender	Age Brackets	Education	Mobile Network
Male	<16	F.7 or below	3 HK 2G
Female	16-24	Diploma or related	3 HK 3G
	25-34	Degree(s)	CSL 2G
Location	35-44	Masters or above	CSL 3G
Hong Kong	45-54		New World Mobility
Oversea	55+		PEOPLES
			PCCW Mobile 3G
			SUNDAY
			Smartone-Vodafone 2G
			Smartone-Vodafone 3G
Interest			
Music	Travel	Dining	
Home & Living	Shopping & Online Shopping	Wealth Management & Investment	
I.T/ Technology	Entertainment	Health	
Sports	News & Finance	Education/ Further Studies	
Movie	Automobile	Computer Game	
Beauty & Slimming	Promotion & Free Gift	Horse Racing	

Bits and Bytes

- **Sponsorship & Content Integration Opportunities Available.** Please consult your Account Manager for details.
- **Video Streaming Ads** available at base rate + 50% loading inclusive of 3rd party video serving fee.
- Rich Media and Out of the Box ad formats availability subject to publisher approval
- Minimum order per booking of HK\$15,000 applies
- All Rates Quoted are NET Rates and Exclusive of Agency Commissions.
- Please allow 7 working days from time of ad delivery to campaign launch.

Pixel Media is the Exclusive and Sole Global Online Advertising Sales Representative of 881903.com

Advertising Enquiry Contact:



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