

SITE SNAPSHOT

Rate Card & Media Kit 2011

PIXEL MEDIA
A S I A



Last Updated
Site Name
URL

Nov 2011
my903.com EXCLUSIVE
http://www.my903.com/



my903.com is the official website of Commercial Radio 2 (aka CR2 叱咤903商業二台), a radio channel of Hong Kong Commercial Broadcasting Co. Ltd. (aka **Commercial Radio** 商業電台). Established since 2006, my903.com has been offering unique, dynamic and interactive experience to CR2 audience and my903.com members who are young, trendy and energetic.

The entire site is full of exciting multimedia interactive components such as animation, videos, flash games, blog and forum. With the continuous promotion and full support from the radio station and 903 DJs, there is a strong bonding between users and DJs and my903.com has become a trendy icon and a must-visit portal among the young and trend-conscious adults.

Being the trendy icon among youth, a cutting-edge social networking interactive platform “**mydcc.hk**” (大操場) was launched in Jul 2010 to facilitate users to express, follow, read interact and share the topics and issues instantly which they are interested in.

Content of my903.com is further delivered with ease to a larger user population via the 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.

my903.com Site Statistics

Monthly Page Views: 5,890,390 (mydcc.hk inclusive)
Monthly Unique Users: 238,865 (my903.com); 301,297(mydcc.hk)



Source: nielsenOnline Site Census Oct 2011

Monthly Traffic By Sections

- my903 Homepage 190,487
- my903 Blog 55,102
- my903 Forum 949,085
- mydcc.hk 3,456,976



Source: nielsenOnline Site Census Oct 2011

Site Demographic Profile

Gender:	Age:	Education:
Male 43%	18 or under 17%	Form 7 or less 62%
Female 57%	18 – 29 42%	Certificate/Diploma 14%
	30 – 39 26%	Degree 18%
	40+ 15%	Post Graduate 6%
		Occupation:
		Full Time Student 27%

Source: nielsenOnline Market Intelligence May 2011



Online Advertising Rate Card 2011

<u>Location</u>	<u>Ad Type</u>	<u>Dimension/Size</u>	<u>How Sold?</u>	<u>NET CPM (HK\$)</u>	<u>Units</u>
Homepage	Super Banner	728x90, <25k	Rotational/Impressions	\$100	cpm
	Large Rectangle	300x250, <25k	Rotational/Impressions	\$120	cpm
	Crazy Ad + Reminder	400x300 + 135x101 <30k + <10k	Fixed Daily	\$11,500	Per day
Run of Forum	Cascading LREC	300x250, <25k	Rotational/Impressions	\$100	cpm
Run of Site	Super Banner	728x90, <25k	Rotational/Impressions	\$80	cpm
	Large Rectangle	300x250, <25k	Rotational/Impressions	\$90	cpm
	Crazy Ad + Super Banner	400x300 + 728x90 <30k + <25k	Rotational/Impressions	\$200	cpm
Email Advertising	Standalone email	HTML , 800x600	Per email	\$2.00 (base rate)	Per email

Video and Rich Media (Expandable) Options Available on All Above Ad Formats

- Add Loading of 50% for above ad formats

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

Additional Information for Email Advertising

E-mail database will be sold together with 881903.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		New World Mobility
Oversea	45-54		PEOPLES
	55+		PCCW Mobile 3G
Interest			SUNDAY
Music	Travel	Dining	Smartone-Vodafone 2G
Home & Living	Shopping & Online Shopping	Wealth Management & Investment	Smartone-Vodafone 3G
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

- **Minimum order per booking of HK\$10,000** applies
- All Rates Quoted are NET Rates and Exclusive of Agency Commissions.
- **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
- 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 my903.com

Advertising Enquiry Contact:



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