

New Mobile Banner Formats

Mobile LREC & Super Mobile LREC



Mobile LREC

640 (W) x 500 (H) pixels

CPM HK\$45 (Gross)



Super Mobile LREC

640 (W) x 750 (H) pixels

CPM HK\$80 (Gross)

Dimension:

Mobile LREC - 640 (W) x 500 (H) pixels

Super Mobile LREC - 640 (W) x 750 (H) pixels

File format/ size:

Must provide (.gif or .jpg) still image

- max. 70KB for Mobile LREC / max. 80KB for Super Mobile LREC

HTML5 (a ZIP file containing the completed creative)

- max. 300KB for Mobile LREC / max. 450KB for Super Mobile LREC

Remarks:

1. **All bookings are non-cancellable**
2. **Special filtering is available on request and negotiable, pls contact our sales department for details**
3. **Acceptance of bookings shall be at the entire discretion of myTV SUPER**
4. **Above offers and bookings shall, upon acceptancy by myTV SUPER, be subject to the General Terms and Conditions of Rate Card: myTV SUPER 2020**