

# New Display Format – Set-Top-Box Standard Banner

Creating new ways for advertisers to reach their target audiences



Dimension : 970 (W) x 90 (H) pixels

File format : .jpg / .gif

File size: max. 60KB

CPM HK\$35 (Gross)

Ad Display Duration : 10-sec

- It happens on every time when the user release in the remote control for channel switching & in the timeshift color button of the remote while watching linear channels and VOD
- Apply to all free TVB Channels (i.e. 81 to 85 except 84)+ thematic channel (86-96 & 200 , except 97, 98) + VOD programmes

#### Remarks:

1. All bookings are non-cancellable
2. **Special target 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