

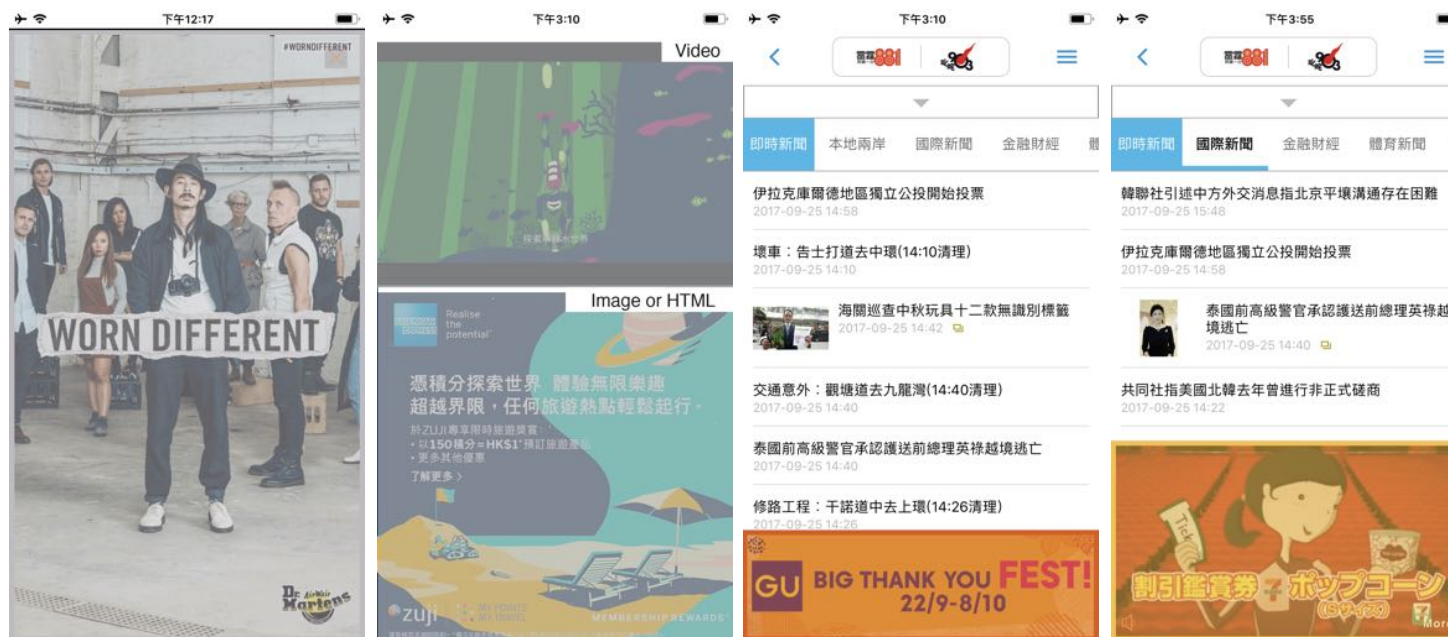


HKToolbar Entertainment
Launched in Nov 2009

It is a multi-media information application developed by Commercial Radio Hong Kong (CRHK), the most popular radio station in Hong Kong. You can enjoy listening to your favorite Commercial Radio programs or the Toolbarexclusive Channels and read the instant local & international news, financial news and other entertainment information provided by 881903.com anytime and anywhere. You can even share the news clips with your friends on Facebook and Twitter directly.

- Hong Kong Marketing Smartphone Apps Popularity Award 2011

Total No. of Download: 895,000+



Format		Interstitial	Maxi Banner	Video Banner
Cost		HK\$ 25,000	HK\$ 45 / CPM	HK\$ 100 / CPM
SOV%		20%	-	-
Minimum Buy (Nett)		-	HK\$ 10,000	HK\$ 20,000
Duration		7 Consecutive Days		
Dimension (High Res.)	iPhone 4	640px(w) x 920px(h)	640px(w) x 200px(h)	640px(w) x 360px(h)
	iPhone 5 or above	640px(w) x 1096px(h)		
Remarks		- Interstitial will be showed only when user launch app or resume app from background	- Position: Run-of-app	- One MP4 video (File Size: <3MB) - Position: Main page, List View - Close button will be showed at the top right corner
		- Landing URL must be provided - Materials must be submitted 7 days before campaign launch - Loading cost will be applied for HTML, Video campaign or special campaign arrangement		



HKToolbar Entertainment
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Format	Pre-roll Audio Ad + Slider Banner		Pre-roll Video Ad	
Cost	HK\$ 15,000		HK\$ 18,000	
SOV%	25%		25%	
Duration	7 Consecutive Days			
Section	-			
Dimension	Audio Ad:	Max. 30sec (<1MB) - support MP3 & M4A	Video:	640px(w) x 360px(h) or 320px(w) x 180px(h)
	Slider Banner:	640px(w) x 340px(h) (<200k) - support JPEG only		15/30/60sec (<3MB) - support MP4 & MOV
Remarks	- Runs before live radio streaming - Frequency cap applied - Close button shows 10 seconds after audio/video begin			



HKToolbar Entertainment
Launched in Apr 2011

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Total No. of Download: 667,000+

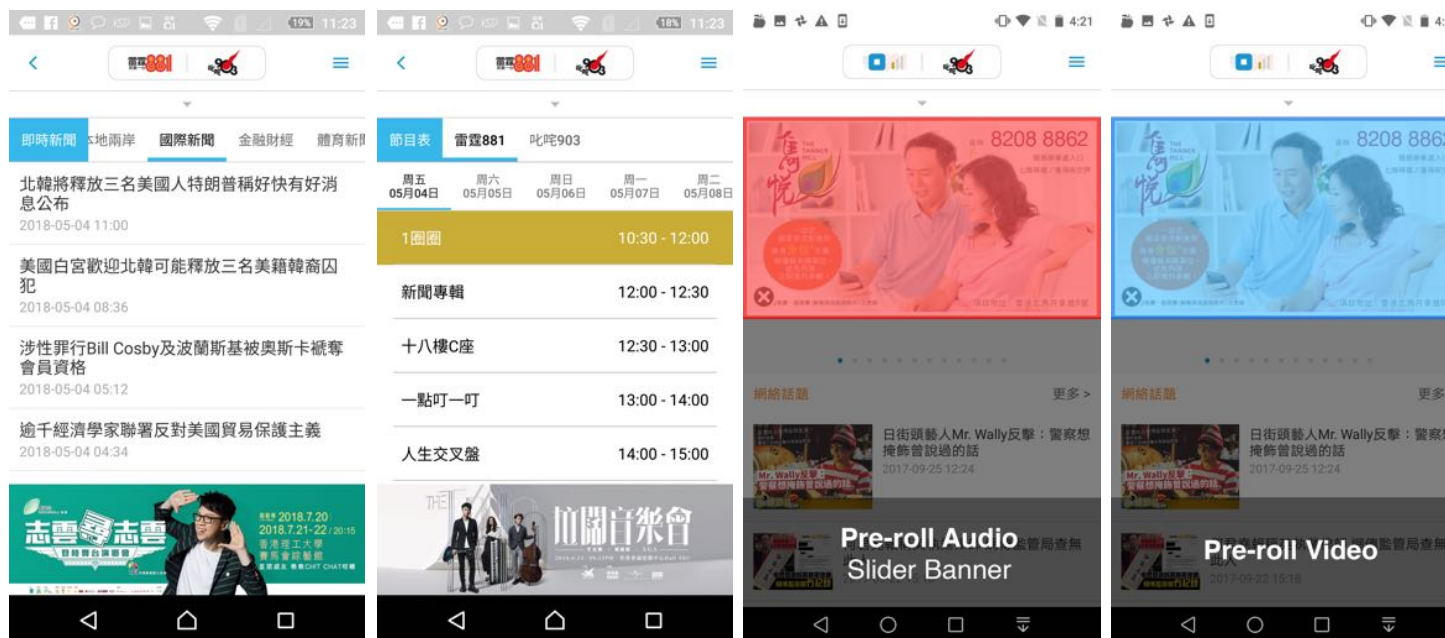


Format	Interstitial	Maxi Banner	Video Banner
Cost	HK\$ 25,000	HK\$ 45 / CPM	HK\$ 100 / CPM
SOV%	20%	-	-
Minimum Buy (Nett)	-	HK\$ 10,000	HK\$ 20,000
Duration	7 Consecutive Days		
Dimension	960px(w) x 1380px(h)	640px(w) x 200px(h)	640px(w) x 360px(h)
Remarks	- Interstitial will be showed only when user launch app or resume app from background	- Position: Run-of-app	- One MP4 video (File Size: <3MB) - Position: Main page, List view - Close button will be showed at the top right corner
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HKToolbar Entertainment
Launched in Apr 2011



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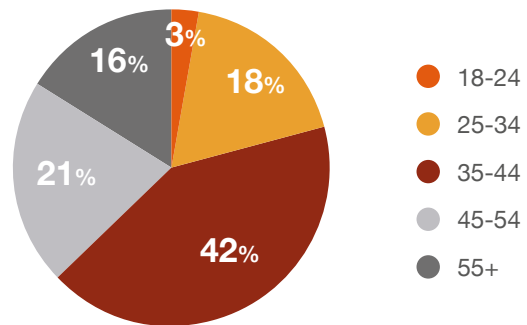
Format	Pre-roll Audio Ad + Slider Banner		Pre-roll Video Ad	
Cost	HK\$ 15,000		HK\$ 18,000	
SOV%	25%		25%	
Duration	7 Consecutive Days			
Section	-			
Dimension	Audio Ad:	Max. 30sec (<1MB) - support MP3 & M4A	Video:	640px(w) x 360px(h) or 320px(w) x 180px(h)
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USER DEMOGRAPHICS

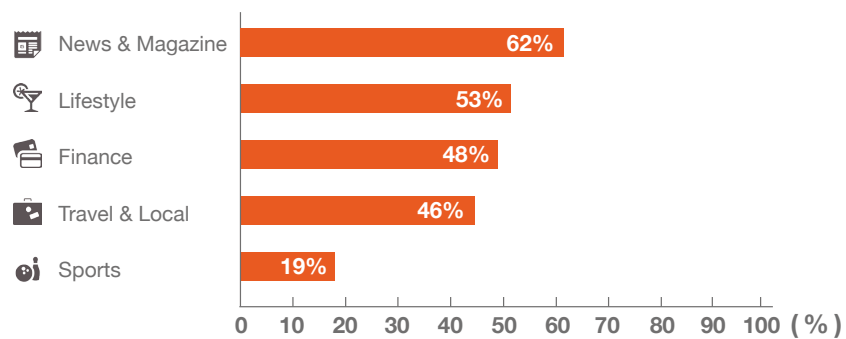
Hong Kong Toolbar

Age:



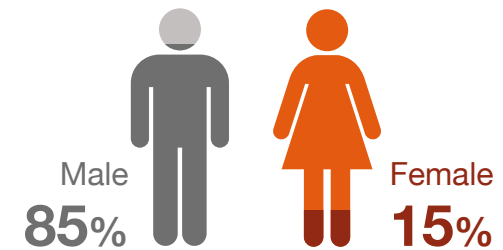
iOS & Android

Interest Group:

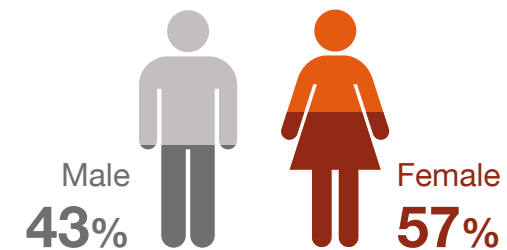


iOS & Android

Gender:



Android



iOS