

www.thestandard.com.hk

The screenshot shows the main website layout with several ad placements labeled:

- Leaderboard:** A large banner at the top with the text "Book now There's no smarter way to fly" and the Cathay Pacific logo.
- Standard banner:** A banner below the leaderboards, for example, "Leveraged Finance Asia 2007".
- Vertical banner:** A vertical banner on the right side, for example, "SYNERGY".
- Small square:** A small square ad in the bottom left corner, for example, "Click Now".
- Square Banner:** A square ad in the bottom right corner, for example, "ITALY AT HONG KONG JEWELLERY & WATCH FAIR".

www.finance.thestandard.com.hk

The screenshot shows the finance website layout with several ad placements labeled:

- Standard banner:** A banner at the top right for "Computime Group Limited".
- Standard banner:** A banner below the header for "HONG KONG SECURITIES INSTITUTE".
- Vertical banner:** A vertical banner on the right side for "SYNERGY".
- Small square:** A small square ad in the middle left, for example, "Viewpoint".
- Square Banner:** A square ad in the middle left, for example, "zuji".

The Standard website comprehensively covers business, finance, market analysis, plus China, local, world, entertainment & sports news

- A comprehensive database of company news & announcements
- Detailed stock quotes & analysis charts
- Professional company analysis & investment advice

Type		(HK Dollars / week)	Remarks
Leaderboard	(728 pixels x 90 pixels)	\$10,000	- banner will appear randomly on front page or specified section selected by the advertiser
Standard banner	(468 pixels x 60 pixels)	\$8,000	- Booking deadline: 5 working days prior to the ad posting date
Square banner	(200 pixels x 200 pixels)	\$7,000	- Material deadline: 3 working days prior to the ad posting date
Small square	(120 pixels x 120 pixels)	\$5,000	- Recommended Image Resolution: 72-100 dpi
Vertical banner	(120 pixels x 200 pixels)	\$6,000	- Acceptable file format: JPEG, GIF, animated GIF formats, SWF macromedia flash
Pop-up window	(600 pixels x 400 pixels)	\$16,000	