



**互動交通實況 News**

Launched in Nov 2014

互動交通實況 is Hong Kong's first Auto & Traffic App with user-generated content. It has a strong social media and community base. 互動交通實況 provides a platform for users to help other road users by reporting incidents and traffic jams on the road through the mobile apps.



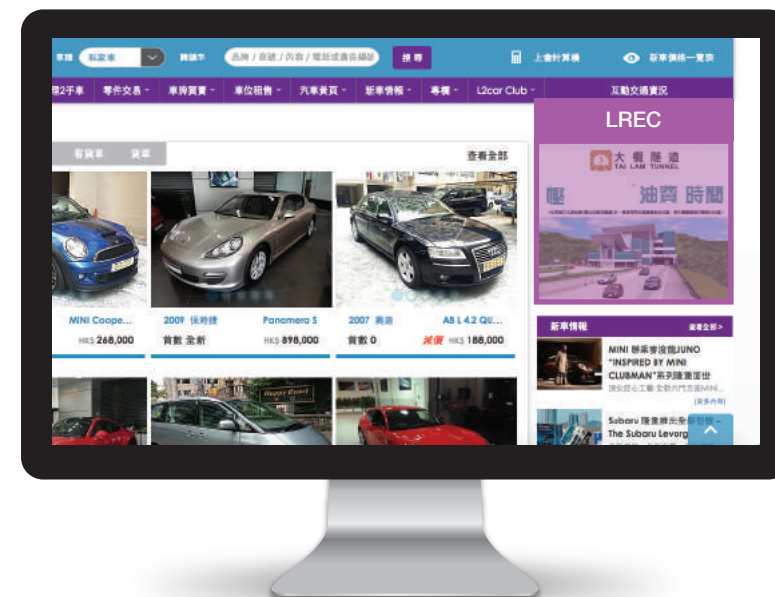
Format		Interstitial	Maxi Banner	LREC	Facebook Feed
Platform		iPhone, Android & Mobile Web	iPhone & Android		Facebook
Cost		HK\$ 150 / CPM	HK\$ 50 / CPM	HK\$ 60 / CPM	HK\$ 5,000 / feed
Minimum Buy (Nett)		-	HK\$ 6,000	HK\$ 6,000	-
Dimension	iPhone 4	640px(w) x 920px(h)	640px(w) x 200px(h)	600px(w) x 500px(h)	-
	iPhone 5 or above	640px(w) x 1096px(h)			
	Android	960px(w) x 1380px(h)	-	-	-
	Mobile Web	640px(w) x 920px(h)			
Remarks		- Mobile app Interstitial will be showed only when user launch app or resume app from background - Mobile web frequency cap: 3 pages cold time	- Position: Run-of-app	- Position: List View	-
		- Loading cost will be applied for HTML, Video campaign or special distribution arrangements			-





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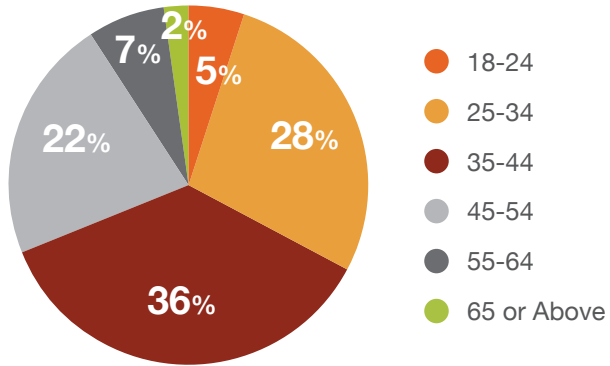


Format	Super Banner	LREC
Platform	Desktop Web	
Duration	7 Consecutive Days	
Dimension	728px(w) x 90px(h)	300px(w) x 250px(h)
Remarks	- Position: Run-of-site - Loading cost will be applied for HTML, video campaign or special campaign arrangement	



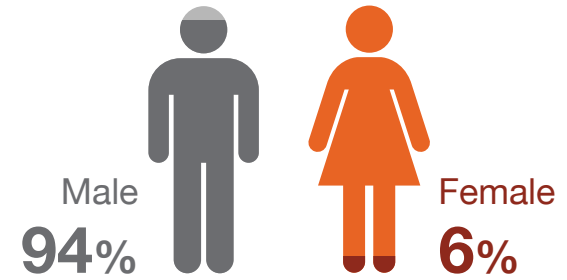
**USER DEMOGRAPHICS**  
互動交通實況

Age:

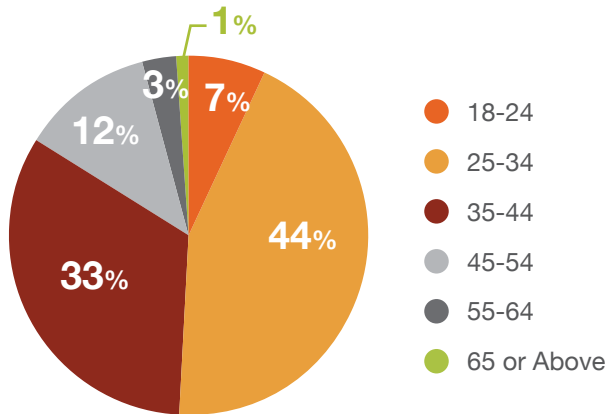


iOS & Android:

Gender:



Age:



Desktop Web:

