

KSD Korea Star Daily 韓星網 Entertainment
Launched in May 2012

Korea Star Daily 韓星網 apps and mobile web are dedicated to provide the latest Korean entertainment information including K-pop drama, movie, music and concert. Its up-to-date and reliable contents are provided by the reporters from Korea and Fans everyday. Mobile Advertising through the App can specifically target female users who have great interest and spending power in beauty and skin care, fashion and entertainment.

- The highest no. of download among all K-pop related App
- Weekly Unique Users (Mobile Apps & Mobile Web): 150,000+

Total No. of Download:

iPhone: 120,000+

Android: 240,000+

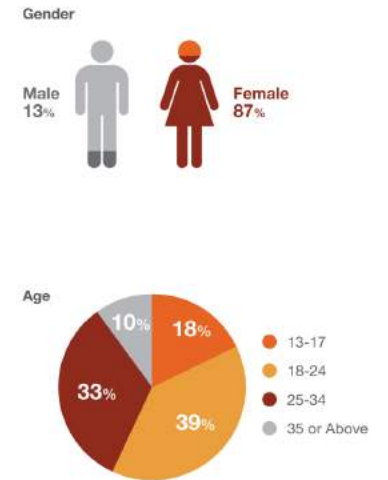
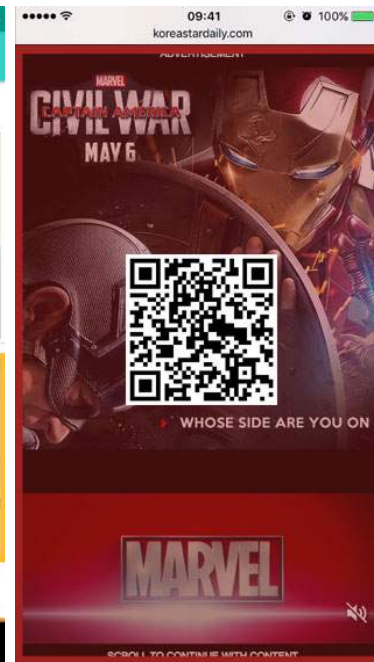
Total Weekly Interstitial Impression: 500,000+

Total Weekly Overall Banner Impression: 400,000+



Format		Interstitial	Maxi Banner	LREC
Platform		iPhone, Android and Mobile Web	iPhone and Android	
Cost		HK\$ 150 / CPM	HK\$ 50 / CPM	HK\$ 60 / CPM
Creative Format		-	-	
Minimum Buy (Nett)		HK\$ 15,000	HK\$ 8,000	HK\$ 8,000
Duration		7 Consecutive Days		
Dimension	iPhone	640px(w) x 1096px(h)	640px(w) x 200px(w)	600px(w) x 500px(w)
	Android	960px(w) x 1380px(h)		
	Mobile Web	640px(w) x 920px(w)		
Remarks		- Position: Run-of-app - Mobile app Interstitial will be showed only when user launch app - 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		

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Total Weekly Video Banner Views: 140,000+
 Total Weekly Interscroller Impression: 210,000+

Format	Video Banner	Interscroller		Facebook Feed
Platform	iPhone and Android	Mobile Web		Facebook
Cost	HK\$ 80 / CPM	HK\$ 80 / CPM	HK\$ 150 / CPM	HK\$ 8,500 / feed
Creative Format	-	Static or HTML	Video	-
Minimum Buy (Nett)	HK\$ 5,000	HK\$ 10,000		-
Duration	7 Consecutive Days			-
Dimension	640px(w) x 360px(w)	-	- Only 1 video file (File Size: <10MB) - Video Format: MOV, AVI and MP4 - Video Width: 320 or 360 px	-
Remarks	- Position: List View - Close button will be showed at the top right corner - Loading cost will be applied for special campaign arrangement	- Position: 1.Main Page - Under 2nd list items of "最新文章" 2.Detail Page - Between "分享此文" and "留言/評論" - Mobile site bottom menu bar will be always on top - Client to provide: 1.)Creative brief 2.)Artwork files (with layers)		-

