



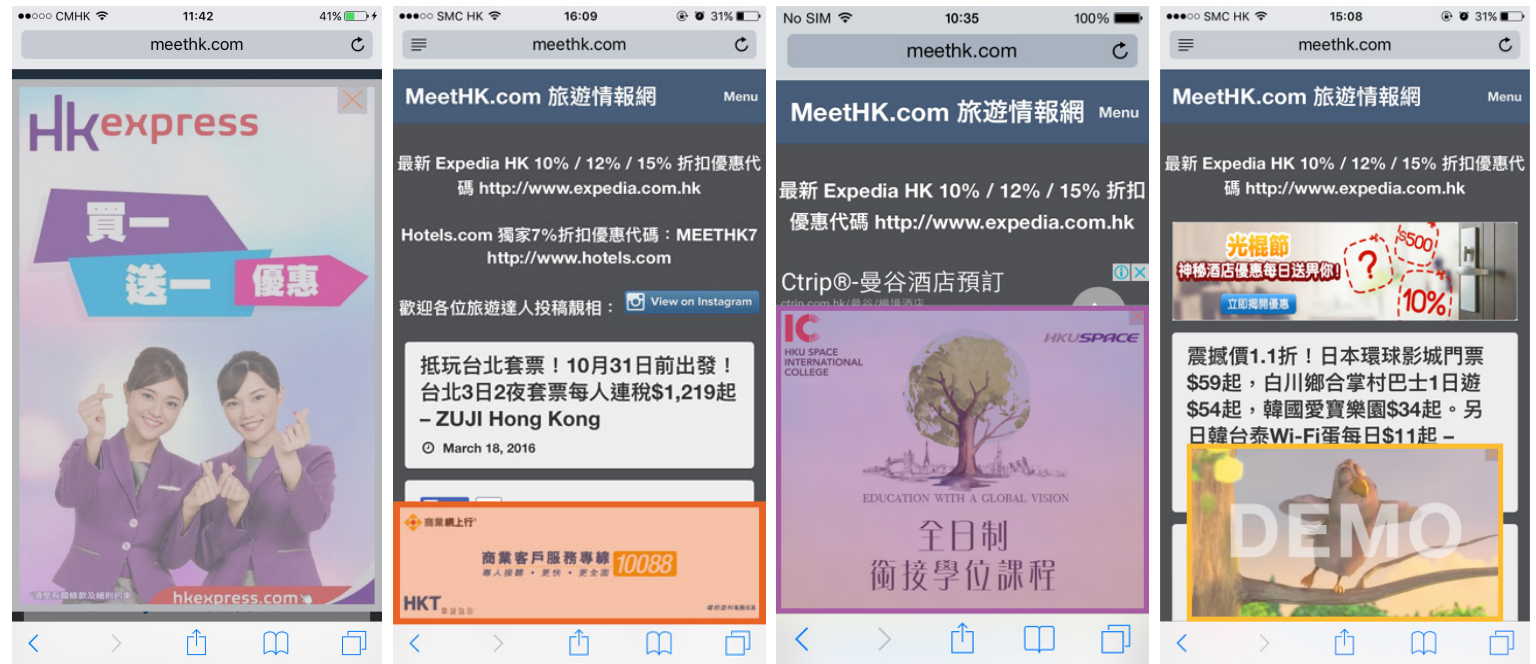
MeetHK.com 旅遊情報網
Travel & Local

Launched in Apr 2011

Hong Kongers are known for the most frequent travellers in the region, with travelling 4 times a year in average. MeetHK.com is a travel oriented platform focusing on deals on flights and hotels with daily updates, helping Hong Kongers to spend their travel budget wisely.

- Top 5 socially devoted brands on Facebook
- Highest response rate and fastest response time
- Largest fans base among local travel Facebook page

(source: Socialbakars, Regional Social Marketing Rerpot 2014)



Total Weekly Banner Impression: 359,000+
Total Weekly Interstitial Impression: 407,000+

Format	Interstitial	Maxi Banner	LREC	Video Banner	Facebook Feed
Cost	HK\$ 20,000	HK\$ 60 / CPM	HK\$ 80 / CPM	HK\$ 120 / CPM	HK\$ 12,000 / feed
SOV%	50%	-	-	-	-
Minimum Buy (Nett)	-	HK\$ 10,000			-
Duration	7 Consecutive Days				-
Dimension	640px(w) x 920px(h)	640px(w) x 200px(h)	600px(w) x 500px(h)	640px(w) x 360px(h)	-
Remarks	-	- Position: Run-of-site - Close button will be showed at the top right corner of LREC and Native Video			-
	- Loading cost will be applied for HTML, Video campaign or special campaign arrangement				-

