

# New Mobile Display Formats

## ~Vertical Video Pop-up~



**CPM : HK\$145 (Gross)**

### Material:

- Video
- Video cover image

### Device Operation System:

Mobile ONLY : iOS8+, Android 5+

### Dimensions:

Material	Format	Dimensions (WxH) pixels	Size (max)
Video	mp4	720 x 1280 [ ratio : 9:16 ]	10MB max
Cover image	jpg/png		75KB

### Layout Features:

Portrait

- Video Position
  - Vertically & Horizontally Centered
- Video Feature
  - Auto-play, muted by default

### Close Button:

- A 30 x 30 pixel close button will be placed on the top-left corner of an ad by default of the app (not required in the creative)
- When the user clicks it, the app will return to the content
- Close behavior is handled by the app. Please ensure that no advertiser branding or call-to-action content is present at this location

### Click Tag: available

### Impression Tag:

- Third party impression tracking is allowed

**Submission deadline: All ads must be submitted at least 10 working days prior to campaign launch**

### Remarks:

1. All bookings are non-cancellable
2. Special filtering is available on request and negotiable, pls contact our sales department for details
3. Acceptance of bookings shall be at the entire discretion of myTV SUPER
4. Above offers and bookings shall, upon acceptancy by myTV SUPER, be subject to the General Terms and Conditions of Rate Card: myTV SUPER 2021