



# New Display Format – Header Footer

## Providing an omnipresent to reach myTV SUPER audiences

Header



Footer

Header



**Available Platform:**  
myTV SUPER Set-Top-Box & myTV SUPER Web

**Estimate Performance**  
Weekly Unique Browsers : above 700,000  
Weekly Pageviews : above 500,000,000

**Dimension:**  
For STB:  
Header: 1920px (w) x 96px (H)  
Footer: 1920px (w) x 94px (H)  
For Web:  
Header: 1920px (w) x 70px (H)

- Only ONE advertiser will be accepted on this position in same period of time
- Mock-up image and logo in AI format need to be submit by client. myTV SUPER will prepare the final layout

- Remarks:**
1. **Material pre-approval is requested and material must be submitted 10 working days before campaign launch.**
  2. All bookings are non-cancellable and in 1<sup>st</sup> come 1<sup>st</sup> serve basis
  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

**SPECIAL RATE :**  
**HK\$90,000 NETT Per week**