



# New Mobile Display Format – 2-in-1 Super Video LREC

Creating new ways for advertisers to reach their target audiences



Image

Video

## Dimension:

(W) 640 x (H) 750 pixels

Embrace into banner ad and in landscape view only

## Device Operation System:

Mobile Phone : iOS8+, Andriod5+

## Component:

### 1. Video

1. Format : mp4
2. Dimension : 640 x 360, ratio : 16:9
3. Maximum size : 5MB
4. Click Tag : Available
5. Control : Mute Default, Autoplay, maximum display duration in 30-sec

### 2. Background Image

- 1.Format : gif / jpg
  - 2.Dimension : 640 x 750 pixels
  - 3.Maximum size : 80KB
- ### 3. Video Cover image
- 1.Format : jpg
  - 2.Dimension : 640 x 360 pixels
  - 3.Maximum size : 150KB

SPECIAL INTRODUCTORY RATE  
**CPM : HK\$50 NETT**

**CPM : HK\$80 (GROSS)**

## 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. **Special filtering is available on request and negotiable, please contact our sales department for details**
4. **Acceptance of bookings shall be at the entire discretion of myTV SUPER**
5. **Above offers and bookings shall, upon acceptancy by myTV SUPER, be subject to the General Terms and Conditions of Rate Card: myTV SUPER 2022**