



Premium Inventory
from 881903.com,
Hong Kong Toolbar
and leading Publisher
sites and app.

**Precision
Audience**
Targeting and
Retargeting
via DMP

**One Stop
Programmatic Solution**
including Hi Impact
Rich Media Creative
Optimization and
Personalized DCO* etc.



Commercial Radio
Hong Kong
Proudly Presents:

Rich Premium Audience Extension Advertising Package

Introductory Offer
HK\$68/CPM

Standard Rate Card
HK\$100/CPM
Offer valid until 31 March 2021

This innovative Rich Premium Audience Extension Advertising Package is brought to you by Commercial Radio Interactive Hong Kong in collaboration with Maadtech Programmatic, Acqua Media and Adzycim Singapore.

Being first in market, it is designed for the simplicity and convenience of regular I/O buying and yet packed with latest Programmatic 2.0 adtech features all included in a managed one-stop effective solution.

This Package not only offers enhanced campaign performance, brand safety and fraud prevention, it's cost efficiency is also unrivalled. Key features and benefits include:

- Premium inventory from Commercial Radio sites, apps (881903.com, Hong Kong Toolbar etc.) and from other premium local sites and apps.
- Precision audience identification and targeting at desired individuals and segments powered by AI and DMP technology.
- Incremental reach and multiscreen frequency delivery including 'Lookalike' retargeting for optimal ad campaign performance.
- Campaign staging and Audience journey management functions.
- Hi Impact and high visibility ad formats.
- Rich Media Creative Optimization and personalized DCO option.

Minimum purchase 200,000 impressions per order within one month campaign period.

Commercial Radio has been for the past 60 years the most favorite radio station in Hong Kong. Currently the Commercial Radio digital ad platforms serve in excess of 40 million ad impressions per month and Apps download exceeded 1.6 million users. Our on-air and on-line audience groups are affluent consumers with good disposal income and strong purchase interests for your display campaign.



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