



EXCLUSIVE

[www.cityline.com](http://www.cityline.com)

## Site Description

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CITYLINE.com is a pioneer in Internet ticketing, lifestyle and entertainment. Launched in 1998, it is Asia's first online ticketing company providing unique service to the people of Hong Kong.

Through CITYLINE.com, over six million tickets are sold a year, making it the largest ticketing platform in the city.

Apart from buying tickets, customers are also able to get information about other events, including movies. They can also watch clips of movie trailers and learn more about food, travel, health and the latest trends.

With the launch of the new URBTIX System, CityLine expects a massive increase in site traffic as well as the number of tickets sold through its platform.

When advertising on CITYLINE, you are reaching users who are outgoing, trendy and with high disposable income. CITYLINE is available in Traditional Chinese and in English.



## Site Key Statistics

- ❖ Average Monthly Unique Users : **203,196**
- ❖ Average Monthly Page Views : **2,000,000**
- ❖ Registered Members \* : **500,000**

Source: Nielsen Netrating Site Census Oct 07



## Cityline.com User Profile

<b>Gender:</b>		<b>Age:</b>		<b>Education:</b>	
Male:	45%	18 or under	4%	Form 7 or less	34%
Female:	55%	18 – 29	48%	Certificate/Diploma	18%
		30 – 39	30%	Degree	37%
		40+	18%	Post Graduate	11%

Source: Nielsen Netrating Market Intelligence Oct 07



## Advertising Units and Ad Rate Card 2008

Location	Ad Type	Dimension / Size	How Sold?	NET Rate
<b>Homepage</b>	Super Banner	728x90, 25K	Rotational/Impressions	HK\$100
	Large Rectangle	300x250, <20K	Rotational/Impressions	HK\$100
	Crazy Ad (Site Takeover with Landing)	400x300, <30K	Fixed	HK\$3,000 per day
	Button Ad with Text (max. 250 char. for english and 120 char. for Chinese)	100x133	Fixed	HK\$2,800 per Week
<b>Channel</b>	Super Banner	728x90, 25K	Rotational/Impressions	HK\$90
<b>Email Database</b>	Standalone Email / EDM	HTML, Width Max. 600	Per Email	HK\$1.20 /Email
	Video Streaming in Standalone Email / EDM	HTML, Width Max. 600	Per Email	Additional HK\$0.25 per email for Video
<b>TVC Broadcasting</b>	Available on ANY of the above ad formats using third party video serving	As per Above Dimensions	As per Above Rates	Additional 60% Loading from above rates

### Email Database Targeting Features Available

- By Age & Gender Only
- Total Registered Members : 500,000
- Minimum buy of 20,000 emails per email booking

### **Bits and Bytes:**

- **Minimum Booking Value of HK\$10,000 net per booking applies**
- Click Tag Installation Required for Flash ads and Back Up Gif file must be provided
- Please allow 5 working days from time of ad delivery to start of campaign.
- **Sponsorships and Other Opportunities are available upon request. Please consult with your Account Manager**

### **Advertising Sales Contact**

**Titus Au Yeung – Sales Director**  
**Anita Lam – Sales Director**

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