

Programmatic Advertising
2025 數位廣告

RATE CARD



Part 01

桌機首頁廣告

- PC Home page -
worldjournal.com
ep.worldjournal.com

Home Box 1+2

worldjournal.com



Ads run BOTH 2 websites

□ worldjournal.com

□ ep.worldjournal.com



Banner	Static / Video
Display	CPM
Rate	Static: \$ 6 /CPM Video: \$ 9 /CPM
SPEC	Static - Image: 300x250 pixels - File: JPG/GIF; HTML5 - File Size JPG/GIF<200KB; HTML5<250KB Video - File Format: MP4 - Dimension: 640x360、1280x720、1920x1080 - Aspect ratio: 16 : 9 - File Size: Less than 10 MB - Video Length : 1-30 sec
Note	Resolution of illustration is greater than 1024 pixels.

Home Box 1+2 (+3)

ep.worldjournal.com



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Banner	Static / Video
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Part 02

桌機內頁廣告

- PC ROS -

worldjournal.com
ep.worldjournal.com

News ROS Top Banner (Static)



Banner	Static
Display	CPM
Rate	Static: \$ 6 /CPM
SPEC	Static • Image: 970x250 pixels • File: JPG/GIF; HTML5 • File Size JPG/GIF<200KB; HTML5<250KB
Note	Resolution of illustration is greater than 1024 pixels.

News ROS Top Banner (Static+Video)



Banner Static+Video

Display CPM

Rate Static+Video: \$ 9 /CPM

SPEC Static

- Image: 970x250 pixels
- File: JPG/GIF; HTML5
- File Size JPG/GIF<200KB; HTML5<250KB

Video

- File Format: MP4
- Dimension: 640x360、1280x720、1920x1080
- Aspect ratio: 16 : 9
- File Size: Less than 10 MB
- Video Length : 1-30 sec

Note

Resolution of illustration is greater than 1024 pixels

News ROS Top Banner (Static+Video)

SPEC

Illustration

Static



Video

Static and Video at
Left



Static and Video at
Right



444x250

Video 16:9

Canvas Image

526x250
px : 970x250

526x250

Canvas Image

px : 970x250

444x250

Video 16:9

R0S Box

worldjournal.com



Ads run BOTH 2 websites

□ worldjournal.com

□ ep.worldjournal.com

Banner	Static / Video
Display	CPM
Rate	Static: \$ 3 /CPM Video: \$4.5 /CPM
SPEC	Static - Image: 300x250 pixels - File: JPG/GIF; HTML5 - File Size JPG/GIF<200KB; HTML5<250KB Video - File Format: MP4 - Dimension: 640x360、1280x720、1920x1080 - Aspect ratio: 16 : 9 - File Size: Less than 10 MB - Video Length : 1-30 sec
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R0S Box

ep.worldjournal.com



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Rate	Static: \$ 3 /CPM Video: \$4.5 /CPM
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Part 03

手機網頁廣告

- Mobile Web -
worldjournal.com
ep.worldjournal.com

Mobile Bottom -

S

worldjournal.com



Ads run BOTH 2 websites

□ worldjournal.com

□ ep.worldjournal.com

Banner	Static
Display	CPM
Rate	\$ 8 / CPM
SPEC	Static • Image: 320x100 pixels • File: JPG/GIF; HTML5 • File Size JPG/GIF<200KB; HTML5<250KB
Note	Mobile Web

Mobile Bottom -

ep. worldjournal.com



Ads run BOTH 2 websites

worldjournal.com

ep.worldjournal.com



Banner	Static
Display	CPM
Rate	\$ 8 / CPM
SPEC	Static - Image: 320x100 pixels - File: JPG/GIF; HTML5 - File Size JPG/GIF<200KB; HTML5<250KB
Note	Mobile Web

Mobile Double Bus – Static



Banner	Static
Display	CPM
Rate	\$ 8 / CPM
SPEC	Image - Image: - Large picture: 640x360 pixels - Small picture: 640x100pixels - File: JPG - File Size : JPG<200KB;
Note	Mobile Web

Mobile Double Bus – Static+Video



Banner	Static+Video
Display	CPM
Rate	\$ 12 / CPM
SPEC	Image - Image: 640x100pixels - File: JPG •File Size : JPG<200KB; Video - File Format: MP4 - Dimension: 640x360、1280x720、1920x1080 - Aspect ratio: 16 : 9 - File Size: Less than 10 MB - Video Length : 1-30 sec
Note	Mobile Web

Mobile Top Box



Banner	Static / Video
Display	CPM
Rate	Image: \$ 6 /CPM Video: \$ 9 /CPM
SPEC	Static • Image: 300x250 pixels • File: JPG/GIF; HTML5 • File Size JPG/GIF<200KB; HTML5<250KB Video • File Format: MP4 • Dimension: 640x360、1280x720、1920x1080 • Aspect ratio: 16 : 9 • File Size: Less than 10 MB • Video Length : 1-30 sec
Note	Mobile Web

Mobile ROS Box

worldjournal.com



Ads run BOTH 2 websites

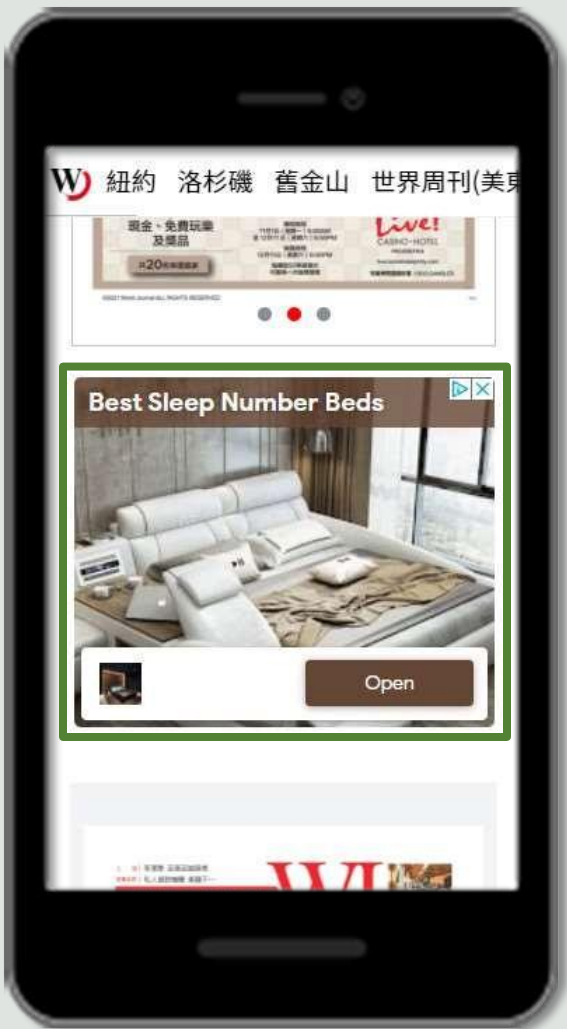
□ worldjournal.com

□ ep.worldjournal.com

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SPEC	Static - Image: 300x250 pixels - File: JPG/GIF; HTML5 - File Size JPG/GIF<200KB; HTML5<250KB Video - File Format: MP4 - Dimension: 640x360、1280x720、1920x1080 - Aspect ratio: 16 : 9 - File Size: Less than 10 MB - Video Length : 1-30 sec
Note	Mobile Web

Mobile ROS Box

ep.worldjournal.com

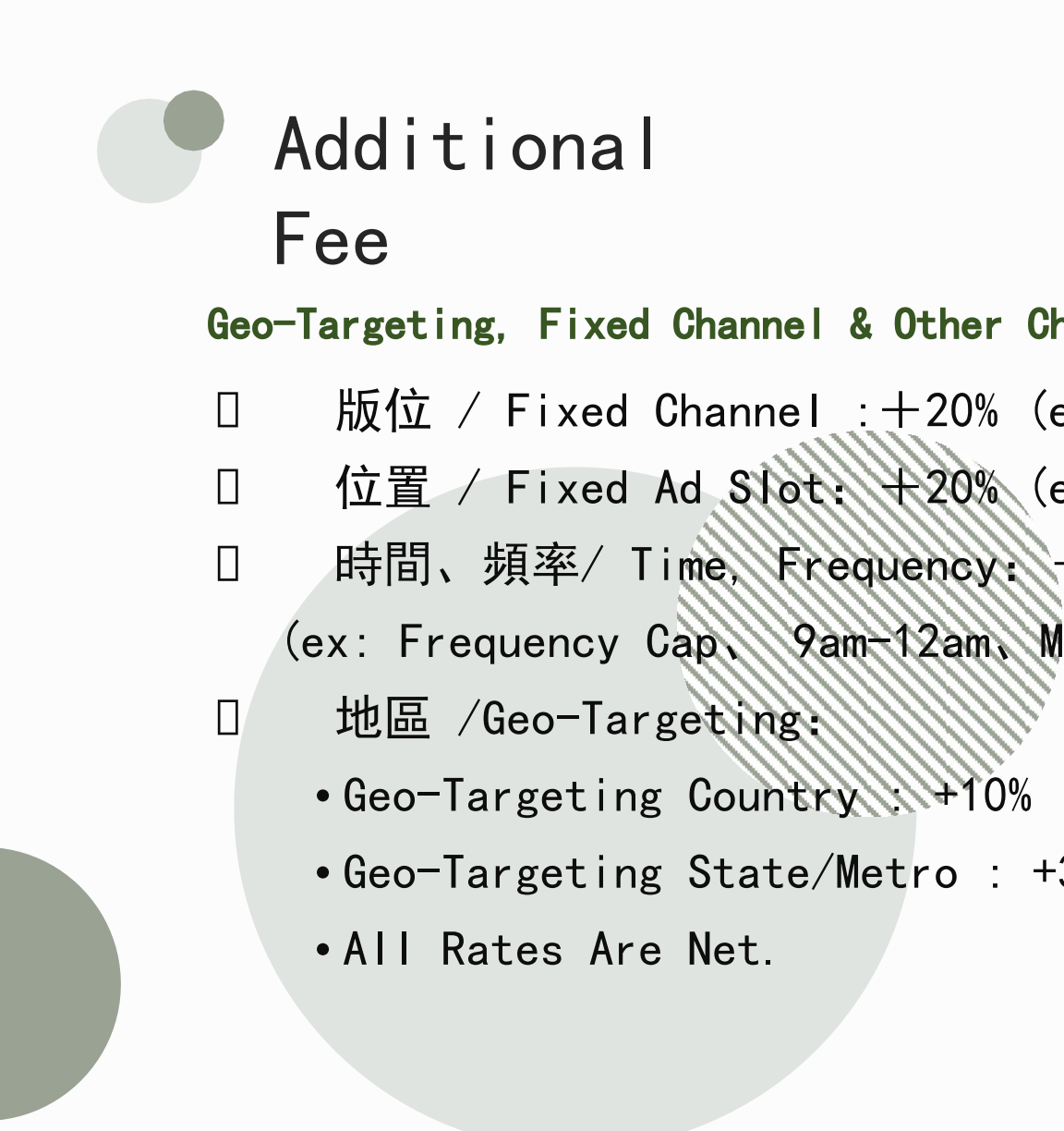


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Note	Mobile Web



Additional Fee

Geo-Targeting, Fixed Channel & Other Charges

- 版位 / Fixed Channel : +20% (ex: US News、Weekly、Education...)
- 位置 / Fixed Ad Slot: +20% (ex: Home Box 1...)
- 時間、頻率 / Time, Frequency: +20%
(ex: Frequency Cap、 9am-12am、 Monday ...)
- 地區 / Geo-Targeting:
 - Geo-Targeting Country : +10%
 - Geo-Targeting State/Metro : +30%
 - All Rates Are Net.



For further assistance, please contact:

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