





HONG KONG PHARMACEUTICAL JOURNAL

Hong Kong Pharmaceutical Journal
Room 1303, Rightful Centre,
12 Tak Hing Street, Jordan
Hong Kong

Illustration of Types of Advertisements & Specifications at the Hong Kong Pharmaceutical Journal Website

Web Banner	
Item	Description
	Responsive Banner
1.	<p>Format: jpg/png</p> <p>Banner in Desktop Version: A) 300px (H) X 1024px(W) B) 600px (H) X 2048px(W)</p> <p>(Provide option B if providing a higher resolution one is possible)</p>  <p>Format: jpg/png</p> <p>Banner in Mobile Version: 735px (H) X 343px (W)</p> 



HONG KONG PHARMACEUTICAL JOURNAL

Hong Kong Pharmaceutical Journal
Room 1303, Rightful Centre,
12 Tak Hing Street, Jordan
Hong Kong

Square Size (Right Column)

Format: jpg/png

Size: 800px (H) X 800px (W)

Or any square with pixel higher than 800px

2.

The screenshot displays the homepage of the Hong Kong Pharmaceutical Journal. At the top, there is a navigation bar with links for Home, Current Issue, Past Issues, Contact, About, and Note to Authors. Below the navigation bar is a large banner for 'Doctor's Choice' products, featuring several boxes with prices: NMN 16800 (HK\$1,399), NMN 16800 (HK\$1,119), and others. Below the banner is a 'Browse by Sections' section with five categories: Editorial, Pharmacy Education & Practice, Drugs & Therapeutics, Society Articles, and New Product. The 'Latest Sections' section lists several articles, including 'Pharmacy Education & Practice: The Trend to Watch - Each World Data & Each World Evidence (Part)', 'Drugs & Therapeutics: Overview of the drug therapy for Parkinson', 'Editorial: Something Over the Rainbow?', and 'Pharmacy Education & Practice: Review of Chinese Herb-Drug Interaction (CDDI) Database'. A red-bordered box highlights a 'Lingzhi' product advertisement. At the bottom, there is a 'HKUSPACE' logo and a 'PHARMACEUTICAL STUDIES' banner. The footer contains contact information for HKPharmJ, including email, phone, and address, as well as links to Home, About Us, Contact Us, Keyword Search, Current Issue, Past Issues, Note to Authors, Online Submission, and Hong Kong Pharmaceutical Journal, Keyword Search, and Board Members. The copyright notice at the bottom reads: © 2023 Copyrights by Pharmaceutical Journal | Powered by LinkHouse.



HONG KONG PHARMACEUTICAL JOURNAL

Hong Kong Pharmaceutical Journal
Room 1303, Rightful Centre,
12 Tak Hing Street, Jordan
Hong Kong

Rectangular Banner (Bottom Part)

Format: jpg/png

Banner in Desktop Version:

C) 300px (H) X 1024px(W)

D) 600px (H) X 2048px(W)

(Provide option B if providing a higher resolution one is possible)

Banner in Mobile Version:

735px (H) X 343px (W)

3.



HONG KONG PHARMACEUTICAL JOURNAL

Hong Kong Pharmaceutical Journal
Room 1303, Rightful Centre,
12 Tak Hing Street, Jordan
Hong Kong

A4 Size Pop up Banner

Format: jpg/png (72 dpi)

Popup ad in A4 Size:
3508px (H) X 2480px(W)

The screenshot shows the website interface with a popup advertisement. The popup is titled 'Hong Kong 藥劑師獨家優惠' (Hong Kong Pharmacist Exclusive Offer). It features several product listings with images and prices:

- 五色靈芝 (Wuse Lingzhi) 72粒: Original Price \$606, Special Price \$519.
- 靈芝 (Lingzhi) 30粒裝: Original Price \$429, Special Price \$343.
- 知音 (Zhi Yin) 30粒裝: Original Price \$515, Special Price \$412.
- 3-5 級生髮素 (3-5 Level Hair Growth Supplement) 28粒裝: Original Price \$329, Special Price \$274.
- 靈芝 (Lingzhi) 30粒裝: Original Price \$429, Special Price \$358.
- 靈芝 (Lingzhi) 72粒裝: Original Price \$319, Special Price \$239.
- 靈芝 (Lingzhi) 30粒裝: Original Price \$365, Special Price \$292.
- 靈芝 (Lingzhi) 30粒裝: Original Price \$475, Special Price \$380.
- 靈芝 (Lingzhi) 60粒裝 / 360粒裝: Original Price \$509 / \$2799, Special Price \$477 / \$2239.
- 靈芝 (Lingzhi) 30粒裝 / 60粒裝: Original Price \$699 / \$1239, Special Price \$583 / \$1033.

At the bottom of the popup, there is a '訂購表格' (Order Form) with fields for name, phone number, and address, along with a '立即訂購' (Order Now) button. The website footer includes navigation links like 'Home', 'Current Issue', 'Past Issues', 'Contact Us', 'About Us', and 'Note to Authors'.

4.