

HAFFA Website (Web Banner) Advertising Placement

Introduction

Since the launch of revamped HAFFA website <http://www.haffa.com.hk> on 1st September 2014, it became one of the most popular websites in the Hong Kong's freight forwarders and logistics industry, averaging more than 13,000 visitors per month. The extensive and high-quality resources attracted visitors who search for business partners and industry-wide information. We are delighted to offer banner advertising exclusively for Members, which gives you the privilege to extend your brand exposure to a highly targeted audience for business opportunity. Be seen by potential customers at once when they're searching on HAFFA for the services you offer!

Feature and Pricing

Privilege:	✓ Exclusively for HAFFA Members only
Position:	✓ Prime top banner of HAFFA website's main page http://www.haffa.com.hk (please see in picture 1 below for the ad position)
Format:	✓ Shared space with up to 20 banners (advertisers) and HAFFA rotate randomly in every 5 seconds (application will be accepted on a first-come first-served basis) ✓ Each ad embeds with hyperlink to advertiser's own website/link
Specification:	✓ 900 x 190 pixel (file size should not exceed 500KB) ✓ Image such as jpg, gif, png file; video file is NOT supported. ✓ Banner file to be provided by member advertiser; HAFFA will not make any modifications on the file.
Pricing:	✓ HK\$500 (online display for 30 calendar days) ✓ 10% discount off (i.e. HK\$5,400) for 12 consecutive months

Picture 1 – Banner position (www.haffa.com.hk)

The screenshot shows the HAFFA website homepage. At the top, there are logos for HAFFA, IATA, and Accredited Training School. Below the logos is a navigation menu with links like HOME, ABOUT HAFFA, MEMBER ONLY, etc. The main content area features a large banner for the HAFFA Training School, which is highlighted with a red border and a red arrow. The banner includes a photo of a group of people and text about cargo training and development. Below the banner, there are sections for 'EVENTS', 'WHAT'S NEW', and 'HAFFA COURSES'. At the bottom of the page, there is a footer with copyright information and a 'FAMILY-FRIENDLY EMPLOYERS' logo.

Banner (900 x 190 pixel)

Time Frame for Posting the Banner

- A. The secretariat will contact the member advertiser within 3 working days upon receipt of the following documents (all in order) at the HAFFA Secretariat to confirm whether the space is available.
1. Application form; and
 2. Full payment.
- B. If space is available, HAFFA Secretariat will request the member advertiser to provide:
1. Banner file; and
 2. Advertiser's hyperlink (if deemed appropriate).

The banner will be posted within 3 working days upon receipt of the above (all in order) at the HAFFA Secretariat.

- C. If space is not available at the time of application, HAFFA Secretariat will confirm with the member advertiser as to whether:
1. to postpone the posting date or
 2. to cancel the application (payment will be returned in this case).

How to Apply

1. Please complete the application form and return it to the HAFFA Secretariat with cheque payment. (Address: HAFFA, 8/F, China Hong Kong Centre, 122-126 Canton Road, Tsimshatsui, Kowloon)
2. HAFFA Secretariat will contact the member advertiser by email to confirm whether the space is available and to obtain the banner file and advertiser's hyperlink.
3. Upon obtaining the banner file and hyperlink in order, HAFFA Secretariat will post the Banner onto the HAFFA website according to the time frame above or on a mutually agreeable date with the member advertiser.
4. An email notification containing the advertising period will be sent to the member advertiser after posting the Banner.

Cancellation Policy

Except space is not available at the time of application and member advertiser decides not to postpone the posting date (cheque will be returned in this case), cancellation of application is not allowed after payment is received by HAFFA Secretariat.

Enquiry

HAFFA Secretariat

Tel: 2796 3121

Email: enquiry@haffa.com.hk

HAFFA Website (Web Banner) Advertising Placement Application Form

(Please complete and TYPE all the fields in English)

** Tick the appropriate box*

Name of Company^{Note 1} : _____

Contact Person : Mr. / Ms.* _____

Position : _____

Email Address^{Note 2} : _____

Telephone No: _____

Hyperlink^{Note 3} : _____

Advertising Period^{Note 4} : 1 x 30 calendar days (HK\$500) 2 x 30 calendar days (HK\$1,000)
 _____ x 30 calendar days 12 months (discount: HK\$5,400)

Payment Details^{Note 5} : Cheque made payable to "HAFFA"
Cheque No: _____ Date: _____ Banker: _____
 Cash

We agree to abide all rules and regulations of HAFFA website online advertising placement (please refer to http://www.haffa.com.hk/files/HAFFA_Online_Advertising.pdf and remarks below) and understand that our application is subject to HAFFA's approval. HAFFA reserves the right to reject any application in any circumstances and for whatever reasons.

Signature with Company Chop^{Note 1}

Name:

Title :

Remarks :

1. This service is exclusively for HAFFA Member only. The application form is needed to be signed with company chop. Name of Company and the Company Chop must be the same Member Company Name listed in the current HAFFA Member Directory. In case they are not the same, please apply the Member Company Name Change separately.
2. Notification will be sent out by EMAIL only to this email address.
3. Banner embedded with hyperlink to your own website or specific link. Please indicate the URL you would like to link to.
4. It refers to consecutive calendar days. HK\$500 for 30 consecutive calendar days.
5. Company cheque, personal cheque or cash is acceptable.
6. The date & time of receipt of the application by HAFFA Secretariat will be taken as the official date & time of application.
7. Banner will appear in randomized order in every 5 seconds automatically done by the system, hence there is no guarantee on the frequency and sequence of your banner's exposure.
8. Member advertiser shall provide the Banner file in accordance with the required specifications. HAFFA shall not make any modifications on the file. HAFFA accepts no responsibility for the quality and colour of your banner displayed on HAFFA website or any third party loss or consequences arising from the publication of banner.