

## HAFFA Website (Web Banner) Advertising Placement

### Introduction

Since the launch of revamped HAFFA website <https://www.haffa.com.hk> on 1st September 2014, it became one of the most popular websites in Hong Kong's freight forwarders and logistics industry, averaging more than 30,000 visitors per month. The extensive and high-quality resources attracted visitors who search for business partners and industry-wide information. We are delighted to open the banner advertising which gives advertisers the privilege to extend their brand exposure to a highly targeted audience for business opportunities. Be seen by potential customers at once when they're searching on HAFFA for services!

### Feature and Pricing

Position:	✓ Prime top banner of HAFFA website's main page <a href="https://www.haffa.com.hk">https://www.haffa.com.hk</a>
Format:	✓ Shared space with up to 20 banners and it <b>rotates randomly in every 5 seconds</b> ✓ Each banner embeds with <b>an advertiser designated hyperlink</b>
Specification:	✓ 900 x 190 pixel (file size should not exceed 500KB); 72-96 dpi ✓ Support formats such as jpg, gif, and png file; video file is NOT supported ✓ Banner file to be provided by the advertiser; HAFFA will not make any modifications to the file
Pricing:	✓ <b>HK\$500 for HAFFA member</b> for 30 calendar days of display ✓ <b>HK\$1,000 for the industry</b> for 30 calendar days of display ✓ <b>10% discount off</b> for 12 consecutive months of display

Picture 1 – Banner position ([www.haffa.com.hk](http://www.haffa.com.hk))

The screenshot shows the HAFFA website homepage. At the top, there is a navigation bar with links: HOME, ABOUT HAFFA, MEMBER ONLY, MEMBERSHIP, EVENTS, SERVICES, EDUCATION, INFO CENTRE, DOWNLOAD CORNER, CONTACT HAFFA. Below the navigation bar, there is a large yellow banner with a blue border. The banner features an 'AVIATION SECURITY' icon and the following text:

- Bring to Members **first-hand ICAO and CAD aviation security requirements**
- **HAFFA** actively engaged with **Gov't and stakeholders on ICAO 2021 policy**
- We organized **1st ICAO briefing session in DEC17 and more to come**
- Members receive **exclusive info/discounts on X-ray Machines and X-ray Screeners**
- **Issue together with CLG/airlines the Latest DG or Lithium Battery Best Practices**

Below the text, it says **BECOME A MEMBER TODAY!** with an image of a truck. A blue arrow points from the text 'Banner (900 x 190 pixel), 72-96 dpi' to the banner. To the right of the banner is a calendar for June 2023. Below the banner, there are three columns of content: 'EVENTS', 'WHAT'S NEW', and 'HAFFA COURSES'. The 'EVENTS' column lists '2023/12/31 Member Benefits - Order of Neutral Air Way Bills for HAFFA Members only' and '2023/07/18 Terminal Visits at Hactl and AAT in One Day (Member Only)'. The 'WHAT'S NEW' column lists '2023/06/26 HAFFA Press Release 新聞稿: HAFFA Hails Passing of e-Cigarette Logistics Regulation Amendment - Import and Export (Amendment) Bill 2023 passed by LegCo majority | 香港貨運物流業協會歡迎立法會通過 (2023年進出口(修訂)條例草案) 批准轉運電子煙' and '2023/06/23 HAFFA NEWS #12 (2023-2024) - Member Only'. The 'HAFFA COURSES' column lists 'Cargo Security Training (RAR & RACSF) Course', 'Dangerous Goods Awareness (for Role B (CAD) / 7.2 (IATA) & Role D (CAD) / 7.4 (IATA) Personnel) (DGA)', 'Dangerous Goods Regulations (for Role A (CAD) / 7.1 (IATA) & Role C (CAD) / 7.3 (IATA) Personnel) (DG)', 'Refresher Dangerous Goods Regulations (for Role A (CAD) / 7.1 (IATA) & Role C (CAD) / 7.3 (IATA) Personnel) (RDG)', and 'Self-Study Dangerous Goods Awareness (for Role B'.



### **Time Frame for Posting the Banner**

- A. The secretariat will contact the 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 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).

- C. If space is not available at the time of application, HAFFA Secretariat will confirm with the 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 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 advertiser.
4. An email notification containing the advertising period will be sent to the advertiser after posting the Banner.

### **Cancellation Policy**

Except space is not available at the time of application and 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



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### Application Form

(Please complete and TYPE all the fields in English)

\* Tick the appropriate box

Name of Company <sup>Note 1</sup> : \_\_\_\_\_

HAFFA Member :  Yes  No

Contact Person : Mr. / Ms.\* \_\_\_\_\_ Position: \_\_\_\_\_

Email Address <sup>Note 2</sup> : \_\_\_\_\_ Telephone No: \_\_\_\_\_

Hyperlink <sup>Note 3</sup> : \_\_\_\_\_

Advertising Period <sup>Note 4</sup>  1 x 30 calendar days  
(HK\$500 [Member] or HK\$1,000 [Non-Member])  
 \_\_ x 30 calendar days  
(HK\$500 [Member] or HK\$1,000 [Non-Member]/30 calendar days)  
:  12 months (Incl. 10% off discount: i.e. HK\$5,400 [Member] or  
HK\$10,800 [Non-Member])

Payment Details <sup>Note 5</sup> : Total Amount: HK\$ \_\_\_\_\_

Cheque made payable to "HAFFA"

Cheque No: \_\_\_\_\_ Date: \_\_\_\_\_ Banker: \_\_\_\_\_

Bank Transfer / FPS to HAFFA (with attached bank-in advice (i.e., paper slip or online bank confirmation message via download or captured screen))

Payer name: \_\_\_\_\_ Date: \_\_\_\_\_

We agree to abide all rules and regulations of HAFFA website online advertising placement (please refer to this document 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 <sup>Note 1</sup>

\_\_\_\_\_  
Name:

Title :

#### Remarks:

- This service is exclusively for HAFFA Member or selective organization only. The application form is needed to be signed with company chop. HAFFA reserves the right to accept, reject, discontinue or omit any application or part thereof.
- Notification will be sent out by EMAIL only to this email address.
- Banner embedded with hyperlink to your own website or specific link. Please indicate the URL you would like to link to.
- It refers to consecutive calendar days. HK\$500 [Member] or HK\$1,000 [Non-Member] for 30 consecutive calendar days.
- Company cheque, personal cheque, cash or bank transferal is acceptable. Kindly refer to the following bank account details for your handling. Please send us the bank-in advice (i.e., paper slip or online bank confirmation message via download or captured screen) after you remitted the payment. Kindly indicate your company name and payment items on the remark (if applicable).
 

Account Name	:	Hongkong Association of Freight Forwarding and Logistics Ltd.
Bank Name	:	The Hong Kong and Shanghai Banking Corporation Limited
Bank Address	:	Tokwawan Branch Office, Pau Chung Street, Tokwawan Kowloon, Hong Kong
Account No.	:	050 080662 001
Bank Swift Code	:	HSBCHKHCHKH
FPS no. 「轉數快」 識別碼	:	100147925
- Applicant agrees to indemnify HAFFA from any and all liability for content of web banner.
- The date & time of receipt of the application by HAFFA Secretariat will be taken as the official date & time of application.
- 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.
- 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.