

Self-service Advertising Terms

The following terms ("Self-Service Advertising Terms") apply to your use of Economic Times Ad Manager (ETAM) for creation, submission and/or delivery of any advertisement you place through the ETAM Interfaces.

You can select your targeted audience by bidding ads to be delivered on HKET publisher network, including the App and Web of hket.com, ulifestyle.com.hk and ctgoodjobs.hk, or any place where we serve ads.

1. When you create a Campaign, you will tell us your budget and your bid. If we accept your Campaign, we will deliver your ads as inventory becomes available. When serving your ad, we use our best efforts to deliver the ads to the audience you target and to achieve the outcome you select, although we cannot guarantee that your ad will always achieve the outcome you select.
2. We may reject or remove any ad.
3. You will pay for your Campaigns in the following situation:
 - a. You will pay all amounts specified in each Campaign you create. The payment amount for each Campaign will be calculated based on our tracking mechanisms.
 - b. You are responsible for the security of your advertising account, and you will be charged for any Campaigns created through your advertising account.
 - c. You can stop a Campaign at any time, but your ads may run for 2 hours after you notify us, and you are still responsible for paying for all ads that run.
 - d. We allow you to bid ads with an "Advertiser Balance", which is a pre-paid balance that can be used solely to purchase ads on ETAM. Advertiser Balances are non-refundable except where required by law. ETAM is not a bank and does not offer banking services; accordingly, Advertiser Balances do not earn interest and are not deposits.
4. We will control the size, placement and positioning of your ads.
5. Delivery is subject to inventory availability.
6. We are not responsible for click fraud or other potentially invalid click activity that may affect the cost of running ads.
7. Ads are public information once displayed. And ads may be reshared and accessed outside of our ad network.

8. We will provide you with reports about how your ads are performing.
9. We may change or update these Self-Service Ad Terms from time to time and your continued use of the Self-Service Ad Interfaces constitutes acceptance of those changes.

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