

# Rate Card

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June 2009

## Run of AdHub Network

| Placement                | Ad Unit                               | Value <sup>1</sup>                 | Weekly Impressions    | Weekly Ubs | Dimensions                     | File Size | Formats                               |
|--------------------------|---------------------------------------|------------------------------------|-----------------------|------------|--------------------------------|-----------|---------------------------------------|
| Display                  | Rectangle                             | \$15 CPM                           | 1,659,200             | 393,600    | 300x250                        | 40kb      | HTML/Flash with backup gif/jpeg       |
|                          | Big Banner                            | \$10 CPM                           | 5,368,400             | 535,100    | 760x120                        | 40kb      | HTML/Flash with backup gif/jpeg       |
|                          | Skyscraper                            | \$5 CPM                            | 4,513,000             | 390,100    | 160x600                        | 40kb      | HTML/Flash with backup gif/jpeg       |
| Email                    | Newsletter - Advertorial <sup>2</sup> | \$13,000                           | 488,000               | 488,000    | 150x150 image, 100 words       | 30kb      | Static gif, jpg plus text as word doc |
|                          | Solus Email - Entire list             | \$15,000                           | 198,000               | 198,000    | 500x900                        | 100kb     | HTML                                  |
|                          | Solus Email - Targeted list           | \$350 CPM + \$3,000 set-up fee     | Estimate upon request |            | 500x900                        | 100kb     | HTML                                  |
| Performance <sup>3</sup> | Market place                          | \$3 CPC + \$1,000 optimisation fee | 5,476,400             | 552,700    | 50x50 image plus 95 characters | 5kb       | Static gif, jpg plus text as word doc |
|                          | Skyscraper                            | \$3 CPC + \$1,000 optimisation fee | 4,621,000             | 407,700    | 160x600                        | 40kb      | HTML/Flash with backup gif/jpeg       |

| Sites        |                 |           |                   |                 |       |
|--------------|-----------------|-----------|-------------------|-----------------|-------|
| 24/7 Girl    | Eventfinder     | Garden-nz | MenuMania         | Sella           | Wises |
| Beauty Bible | Fabulous        | GetFrank  | My Netball        | Simply You      | ZM    |
| Classic Hits | FashioNZ        | Gloss     | Newstalk ZB       | SkyCity Cinemas |       |
| Cleartnet    | Flava           | GrownUps  | NZ Women's Weekly | Sportal         |       |
| Coast        | Flicks          | Hauraki   | Otago Daily Times | Surfpix         |       |
| Crème        | Foodlovers      | Infonews  | Radio Sport       | Voxy            |       |
| Easy Mix     | Front Row Diary | Listener  | RealEstate        | Weddings        |       |

<sup>1</sup> Minimum campaign value of \$10,000 for all RON campaigns

<sup>2</sup> Across 37 Adhub sites

<sup>3</sup> Performance creative must have strong call to action & is subject to approval

### Adhub Rate Card - June 2009

\*Figures courtesy Adhub ad server (Impressions) and NetRatings MI (UBs)

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## Female Channel

| Placement   | Ad Unit                     | Value                           | Weekly Impressions    | Weekly Ubs | Dimensions   | File Size | Formats                                  |
|-------------|-----------------------------|---------------------------------|-----------------------|------------|--|-----------|--|
| Display     | Out of Banner               | \$120 CPM                       | 879,000               | 139,100    | Upon request   | Polite    | Rich Media, click to close & 8sec max    |
|             | Road Block                  | \$40 CPM                        | 879,000               | 139,100    | 2x ad units  | 40kb ea   | HTML/Flash with backup gif/jpeg          |
|             | Rectangle                   | \$25 CPM                        | 464,700               | 60,200     | 300x250  | 40kb      | HTML/Flash with backup gif/jpeg          |
|             | Big Banner                  | \$20 CPM                        | 1,361,700             | 215,300    | 760x120  | 40kb      | HTML/Flash with backup gif/jpeg          |
|             | Skyscraper                  | \$15 CPM                        | 589,000               | 85,900     | 160x600  | 40kb      | HTML/Flash with backup gif/jpeg          |
| Email       | Newsletter - Advertorial    | \$10,000                        | 370,000               | 370,000    | 150x150 image, 100 words   | 30kb      | Static gif, jpeg, plus text as word doc. |
|             | Solus Email - Entire list   | \$12,000                        | 150,000               | 150,000    | 500x900  | 100kb     | HTML                                     |
|             | Solus Email - Targeted list | \$350 CPM + \$2,000 set-up fee  | Estimate Upon request |            | 500x900  | 100kb     | HTML                                     |
| Integration | Microsite                   | \$500 CPM + \$10,000 set-up fee | Estimate Upon request |            | Custom   | 200kb     | HTML, plus text as word doc              |
|             | Custom pages                | \$200 CPM + \$8,000 set-up fee  | Estimate Upon request |            | 3x 150x150 image, 1,500 words + Logo / Branding & optional Ad Unit | 100kb     | Static gif, jpg plus text as word doc.   |
|             | Sponsorship                 | \$150 CPM + \$5,000 set-up fee  | Estimate Upon request |            | Custom + optional Ad-Unit  | 40kb      | Static gif, jpg                          |
|             | Advertorial                 | \$2000                          | Estimate Upon request |            | 150x150 image, 500 words + optional ad unit                        | 100kb     | Static gif, jpg plus text as word doc.   |

### Sites<sup>1</sup>

|              |                 |                   |                 |
|--------------|-----------------|-------------------|-----------------|
| 24/7 Girl    | Fabulous        | Gloss             | Skycity Cinemas |
| Beauty Bible | FashionNZ       | MenuMania         | Weddings        |
| Classic Hits | Foodlovers      | My Netball        | ZM              |
| Easy Mix     | Front Row Diary | NZ Women's Weekly |                 |
| Crème        | Garden-nz       | Simply You        |                 |

<sup>1</sup> Female channel: all sites on network with a matched % of 70% or more

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\*Figures courtesy Adhub ad server (Impressions) and NetRatings MI (UBs)

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# Male Channel

| Placement   | Ad Unit                  | Value                           | Weekly Impressions    | Weekly Ubs | Dimensions   | File Size | Formats                                |
|-------------|--------------------------|---------------------------------|-----------------------|------------|--|-----------|--|
| Display     | Out of Banner            | \$120 CPM                       | 251,000               | 52,200     | Upon request   | Polite    | Rich Media, click to close & 8sec max  |
|             | Road Block               | \$50 CPM                        | 251,000               | 52,200     | 2x ad units  | 40kb ea   | HTML/Flash with backup gif/jpeg        |
|             | Rectangle                | \$30 CPM                        | 253,500               | 47,000     | 300x250  | 40kb      | HTML/Flash with backup gif/jpeg        |
|             | Big Banner               | \$25 CPM                        | 241,400               | 38,900     | 760x120  | 40kb      | HTML/Flash with backup gif/jpeg        |
|             | Skyscraper               | \$20 CPM                        | 263,000               | 47,900     | 160x600  | 40kb      | HTML/Flash with backup gif/jpeg        |
| Email       | Newsletter - Advertorial | 5,000                           | 59,000                | 59,000     | 150x150 image, 100 words   | 30kb      | Static gif, jpg plus text as word doc. |
| Integration | Microsite                | \$500 CPM + \$10,000 set-up fee | Estimate Upon request |            | Custom   | 200kb     | HTML, plus text as word doc            |
|             | Custom pages             | \$200 CPM + \$5,000 set-up fee  | Estimate Upon request |            | 3x 150x150 image, 1,500 words + Logo / Branding & optional Ad Unit | 100kb     | Static gif, jpg plus text as word doc. |
|             | Sponsorship              | \$150 CPM + \$3,000 set-up fee  | Estimate Upon request |            | Custom + optional Ad-Unit  | 40kb      | Static gif, jpg                        |
|             | Advertorial              | \$2,000                         | Estimate Upon request |            | 150x150 image, 500 words + optional ad unit                        | 100kb     | Static gif, jpg plus text as word doc. |
|             |                          |                                 |                       |            |  |           |  |

| Sites <sup>1</sup> |             |         |
|--------------------|-------------|---------|
| Get Frank          | Newstalk ZB | Sportal |
| Hauraki            | Radio Sport | Surfpix |

<sup>1</sup> Male channel: all sites on network with a matched % of 50% or more

## 50+ Channel

| Placement   | Ad Unit                     | Value                           | Weekly Impressions    | Weekly Ubs | Dimensions   | File Size | Formats                                |
|-------------|-----------------------------|---------------------------------|-----------------------|------------|--|-----------|--|
| Display     | Out of Banner               | \$120 CPM                       | 264,000               | 58,800     | Upon request   | Polite    | Rich Media, click to close & 8sec max  |
|             | Road Block                  | \$40 CPM                        | 307,000               | 62,600     | 2x ad units  | 40kb ea   | HTML/Flash with backup gif/jpeg        |
|             | Rectangle                   | \$30 CPM                        | 307,000               | 62,600     | 300x250  | 40kb      | HTML/Flash with backup gif/jpeg        |
|             | Big Banner                  | \$25 CPM                        | 328,000               | 52,000     | 760x120  | 40kb      | HTML/Flash with backup gif/jpeg        |
|             | Skyscraper                  | \$20 CPM                        | 307,000               | 62,600     | 160x600  | 40kb      | HTML/Flash with backup gif/jpeg        |
| Email       | Solus Email - Entire list   | \$7,500                         | 57,000                | 57,000     | 500x900  | 100kb     | HTML                                   |
|             | Solus Email - Targeted list | \$350 CPM + \$1,500 set-up fee  | Estimate Upon request |            | 500x900  | 100kb     | HTML                                   |
|             | Newsletter - Advertorial    | \$7,000                         | 82,000                | 82,000     | 150x150 image, 100 words   | 30kb      | Static gif, jpg plus text as word doc. |
| Integration | Microsite                   | \$500 CPM + \$10,000 set-up fee | Estimate Upon request |            | Custom   | 200kb     | HTML, plus text as word doc            |
|             | Custom pages                | \$200 CPM + \$6,000 set-up fee  | Estimate Upon request |            | 3x 150x150 image, 1,500 words + Logo / Branding & optional Ad Unit | 100kb     | Static gif, jpg plus text as word doc. |
|             | Sponsorship                 | \$150 CPM + \$3,500 set-up fee  | Estimate Upon request |            | Custom + optional Ad-Unit  | 40kb      | Static gif, jpg                        |
|             | Advertorial                 | \$2000.                         | Estimate Upon request |            | 150x150 image, 500 words + optional ad unit                        | 100kb     | Static gif, jpg plus text as word doc. |

### Sites<sup>1</sup>

|           |           |             |
|-----------|-----------|-------------|
| Cleartnet | Garden-nz | Newstalk ZB |
| Coast     | GrownUps  | Sportal     |

<sup>1</sup> 50+ channel: all sites on network with a matched % of 50% or more

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\*Figures courtesy Adhub ad server (Impressions) and NetRatings MI (UBs)

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## Retail Channel

| Placement | Ad Unit                  | Value     | Weekly Impressions | Weekly Ubs | Dimensions               | File Size | Formats                                |
|-----------|--------------------------|-----------|--------------------|------------|--------------------------|-----------|--|
| Display   | Out of Banner            | \$120 CPM | 3,390,000          | 187,400    | Upon request             | Polite    | Rich Media, click to close & 8sec max  |
|           | Road Block               | \$20 CPM  | 3,001,000          | 136,400    | 2x ad units              | 40kb ea   | HTML/Flash with backup gif/jpeg        |
|           | Rectangle                | \$15 CPM  | 686,000            | 26,400     | 300x250                  | 40kb      | HTML/Flash with backup gif/jpeg        |
|           | Big Banner               | \$10 CPM  | 3,287,000          | 195,200    | 760x120                  | 40kb      | HTML/Flash with backup gif/jpeg        |
|           | Skyscraper               | \$5 CPM   | 3,001,000          | 136,400    | 160x600                  | 40kb      | HTML/Flash with backup gif/jpeg        |
| Email     | Newsletter - Advertorial | \$7,000   | 218,000            | 218,000    | 150x150 image, 100 words | 30kb      | Static gif, jpg plus text as word doc. |

### Sites

|           |            |                 |
|-----------|------------|-----------------|
| FashioNZ  | RealEstate | SkyCity Cinemas |
| MenuMania | Sella      | Wises           |

## Entertainment Channel

| Placement | Ad Unit                  | Value     | Weekly Impressions | Weekly Ubs | Dimensions  | File Size | Formats                                |
|-----------|--------------------------|-----------|--------------------|------------|---|-----------|--|
| Display   | Out of Banner            | \$120 CPM | 473,000            | 94,600     | Upon request  | Polite    | Rich Media, click to close & 8sec max  |
|           | Road Block               | \$35 CPM  | 473,000            | 94,600     | 2x ad units   | 40kb ea   | HTML/Flash with backup gif/jpeg        |
|           | Rectangle                | \$25 CPM  | 473,000            | 94,600     | 300x250   | 40kb      | HTML/Flash with backup gif/jpeg        |
|           | Big Banner               | \$20 CPM  | 1,055,000          | 177,400    | 760x120   | 40kb      | HTML/Flash with backup gif/jpeg        |
|           | Skyscraper               | \$15 CPM  | 308,000            | 58,600     | 160x600   | 40kb      | HTML/Flash with backup gif/jpeg        |
| Email     | Newsletter - Advertorial | \$6,000   | 133,000            | 133,000    | 150x150 image, 100 words + optional 160x600 ad unit | 30kb      | Static gif, jpg plus text as word doc. |

| Sites       |                 |           |
|-------------|-----------------|-----------|
| Eventfinder | MenuMania       | ZM Online |
| Flicks      | Get Frank       |           |
| Flava       | SkyCity Cinemas |           |

## News Channel

| Placement | Ad Unit       | Value     | Weekly Impressions | Weekly Ubs | Dimensions   | File Size | Formats                               |
|-----------|---------------|-----------|--------------------|------------|--------------|-----------|---------------------------------------|
| Display   | Out of Banner | \$120 CPM | 875,000            | 174,900    | Upon request | Polite    | Rich Media, click to close & 8sec max |
|           | Road Block    | \$35 CPM  | 796,000            | 144,500    | 2x ad units  | 40kb ea   | HTML/Flash with backup gif/jpeg       |
|           | Rectangle     | \$25 CPM  | 804,500            | 154,000    | 300x250      | 40kb      | HTML/Flash with backup gif/jpeg       |
|           | Big Banner    | \$20 CPM  | 775,000            | 149,300    | 760x120      | 40kb      | HTML/Flash with backup gif/jpeg       |
|           | Skyscraper    | \$15 CPM  | 796,000            | 144,500    | 160x600      | 40kb      | HTML/Flash with backup gif/jpeg       |

### Sites

|           |             |                   |      |
|-----------|-------------|-------------------|------|
| Cleartnet | Listener    | Otago Daily Times | Voxy |
| Infonews  | Newstalk ZB | Radio Sport       |      |



| Placement   | Ad Unit                     | Value                             | Weekly Impressions    | Weekly Ubs | Dimensions                                      | File Size | Formats                               |
|-------------|-----------------------------|-----------------------------------|-----------------------|------------|---|-----------|---------------------------------------|
| Display     | Out of Banner               | \$120 CPM                         | 110,000               | 8,000      | Upon request                                    | Polite    | Rich Media, click to close & 8sec max |
|             | Road Block                  | \$50 CPM                          | 110,000               | 8,000      | 2x ad units                                     | 40kb ea   | HTML/Flash with backup gif/jpeg       |
|             | Big Banner                  | \$35 CPM                          | 110,000               | 8,000      | 760x120   | 40kb      | HTML/Flash with backup gif/jpeg       |
|             | Skyscraper                  | \$30 CPM                          | 110,000               | 8,000      | 160x600   | 40kb      | HTML/Flash with backup gif/jpeg       |
| Email       | Solus Email - Entire list   | \$2,990                           | 22,000                | 22,000     | 500x900   | 100kb     | HTML                                  |
|             | Solus Email - Targeted list | \$350 CPM + \$1,500 set-up fee    | Estimate Upon request |            | 500x900   | 100kb     | HTML                                  |
|             | Newsletter - Advertorial    | \$1,000                           | 22,000                | 22,000     | 150x150 image, 100 words                        | 30kb      | Static gif, jpg plus text as word doc |
| Integration | Microsite                   | \$500 CPM plus \$3,000 set-up fee | Estimate Upon request |            | Custom  | 200kb     | HTML, plus text as word doc           |
|             | Custom pages                | \$200 CPM plus \$1,500 set-up fee | Estimate Upon request |            | 3x 150x150 image, 1,500 words + Logo / Branding | 100kb     | Static gif, jpg plus text as word doc |
|             | Sponsorship                 | \$150 CPM plus \$1,000 set-up fee | Estimate Upon request |            | Custom  | 20kb      | Static gif, jpg                       |
|             | Advertorial                 | \$500 / week                      | Estimate Upon request |            | 150x150 image, 500 words                        | 100kb     | Static gif, jpg plus text as word doc |



| Placement   | Ad Unit       | Value                             | Weekly Impressions    | Weekly Ubs | Dimensions                                      | File Size | Formats                                    |
|-------------|---------------|-----------------------------------|-----------------------|------------|---|-----------|--|
| Display     | Out of Banner | \$120 CPM                         | 320,000               | 38,000     | Upon request                                    | Polite    | Rich Media, click to close & 8sec max      |
|             | Road Block    | \$35 CPM                          | 320,000               | 38,000     | 2x ad units                                     | 40kb ea   | Rich Media/HTML/Flash with backup gif/jpeg |
|             | Rectangle     | \$25 CPM                          | 100,000               |            | 300x250   | 40kb      | Rich Media/HTML/Flash with backup gif/jpeg |
|             | Big Banner    | \$20 CPM                          | 320,000               | 38,000     | 760x120   | 40kb      | Rich Media/HTML/Flash with backup gif/jpeg |
|             | Skyscraper    | \$15 CPM                          | 320,000               | 38,000     | 160x600   | 40kb      | Rich Media/HTML/Flash with backup gif/jpeg |
| Integration | Microsite     | \$500 CPM plus \$3,000 set-up fee | Estimate Upon request |            | Custom  | 200kb     | HTML, plus text as word doc                |
|             | Custom pages  | \$200 CPM plus \$1,500 set-up fee | Estimate Upon request |            | 3x 150x150 image, 1,500 words + Logo / Branding | 100kb     | Static gif, jpg plus text as word doc      |
|             | Sponsorship   | \$150 CPM plus \$1,000 set-up fee | Estimate Upon request |            | Custom  | 20kb      | Static gif, jpg                            |
|             | Advertorial   | \$500 / week                      | Estimate Upon request |            | 150x150 image, 500 words                        | 100kb     | Static gif, jpg plus text as word doc      |



| Placement   | Ad Unit                               | Value                             | Weekly Impressions    | Weekly Ubs | Dimensions          | File Size | Formats                               |
|-------------|---------------------------------------|-----------------------------------|-----------------------|------------|---------------------|-----------|---------------------------------------|
| Display     | Out of Banner                         | \$120 CPM                         | 165,000               | 36,000     | 500x800             | Polite    | Rich Media, click to close & 8sec max |
|             | Rectangle                             | \$25 CPM                          | 165,000               | 36,000     | 300x250             | 40kb      | HTML/Flash with backup gif/jpeg       |
|             | Big Banner                            | \$15 CPM                          | 165,000               | 36,000     | 760x120             | 40kb      | HTML/Flash with backup gif/jpeg       |
| Email       | Newsletter - Advertorial <sup>1</sup> | \$1500                            | 35,000                | 35,000     | 150x150 + 100 words | 40kb      | Static gif, jpg plus text as word doc |
| Integration | Microsite                             | \$500 CPM plus \$3,000 set-up fee | Estimate Upon request |            | Custom              | 200kb     | HTML, plus text as word doc           |
|             | Sponsorship                           | \$150 CPM plus \$1,000 set-up fee | Estimate Upon request |            | Custom              | 20kb      | Static gif, jpg                       |

<sup>1</sup> goes out Wednesday


**FASHIONZ**

www.fashionz.co.nz

| Placement          | Ad Unit                                  | Value                             | Weekly Impressions    | Weekly Ubs | Dimensions                                      | File Size | Formats                                    |
|--------------------|--|-----------------------------------|-----------------------|------------|---|-----------|--|
| <b>Display</b>     | Out of Banner                            | \$120 CPM                         | 100,000               | 8,400      | Upon request                                    | Polite    | Rich Media, click to close & 8sec max      |
|                    | Road Block                               | \$65 CPM                          | 100,000               | 8,400      | 2x ad units                                     | 40kb ea   | Rich Media/HTML/Flash with backup gif/jpeg |
|                    | Rectangle                                | \$40 CPM                          | 100,000               | 8,400      | 300x250   | 40kb      | Rich Media/HTML/Flash with backup gif/jpeg |
|                    | Big Banner                               | \$35 CPM                          | 100,000               | 8,400      | 760x120   | 40kb      | Rich Media/HTML/Flash with backup gif/jpeg |
|                    | Skyscraper                               | \$30 CPM                          | 100,000               | 8,400      | 160x600   | 40kb      | Rich Media/HTML/Flash with backup gif/jpeg |
| <b>Email</b>       | Solus Email <sup>1</sup>                 | \$4,000                           | 54,000                | 54,000     | 500x900   | 100kb     | HTML                                       |
|                    | Solus Email - Targeted list <sup>1</sup> | \$200 CPM + \$1,000 set-up fee    | Estimate Upon request |            | 500x900   | 100kb     | HTML                                       |
|                    | Newsletter - Advertorial <sup>1</sup>    | \$2,500                           | 54,000                | 54,000     | 150x150 image, 100 words                        | 30kb      | Static gif, jpg plus text as word doc.     |
| <b>Integration</b> | Microsite                                | \$500 CPM plus \$3,000 set-up fee | Estimate Upon request |            | Custom  | 200kb     | HTML, plus text as word doc                |
|                    | Custom pages                             | \$200 CPM plus \$1,500 set-up fee | Estimate Upon request |            | 3x 150x150 image, 1,500 words + Logo / Branding | 100kb     | Static gif, jpg plus text as word doc      |
|                    | Sponsorship                              | \$150 CPM plus \$1,000 set-up fee | Estimate Upon request |            | Custom  | 40kb      | Static gif, jpg                            |
|                    | Advertorial                              | \$500 / week                      | Estimate Upon request |            | 150x150 image, 500 words                        | 100kb     | Static gif, jpg plus text as word doc      |

<sup>1</sup> Advertorial goes out on Tuesday and Solus goes out on Wednesday



| Placement | Ad Unit    | Value    | Weekly Impressions | Weekly Ubs | Dimensions | File Size | Formats                         |
|-----------|------------|----------|--------------------|------------|------------|-----------|---------------------------------|
| Display   | Big Banner | \$30 CPM | 24,000             | 4,700      | 760x120    | 40kb      | HTML/Flash with backup gif/jpeg |



| Placement   | Ad Unit                                | Value                             | Weekly Impressions    | Weekly Ubs | Dimensions                                      | File Size | Formats                                    |
|-------------|--|-----------------------------------|-----------------------|------------|---|-----------|--|
| Display     | Out of Banner                          | \$120 CPM                         | 130,000               | 23,000     | Upon request                                    | Polite    | Rich Media, click to close & 8sec max      |
|             | Road Block                             | \$65 CPM                          | 130,000               | 23,000     | 2x ad units                                     | 40kb ea   | Rich Media/HTML/Flash with backup gif/jpeg |
|             | Rectangle                              | \$40 CPM                          | 130,000               | 23,000     | 300x250   | 40kb      | Rich Media/HTML/Flash with backup gif/jpeg |
|             | Big Banner                             | \$35 CPM                          | 130,000               | 23,000     | 760x120   | 40kb      | Rich Media/HTML/Flash with backup gif/jpeg |
|             | Skyscraper                             | \$30 CPM                          | 130,000               | 23,000     | 160x600   | 40kb      | Rich Media/HTML/Flash with backup gif/jpeg |
| Email       | Solus Email - Entire list <sup>1</sup> | \$2,275                           | 6,500                 | 6,500      | 500x900   | 100kb     | HTML                                       |
|             | Newsletter - Advertorial <sup>1</sup>  | \$1,000                           | 6,500                 | 6,500      | 150x150 image, 100 words                        | 30kb      | Static gif, jpg plus text as word doc      |
| Integration | Microsite                              | \$500 CPM plus \$3,000 set-up fee | Estimate Upon request |            | Custom  | 200kb     | HTML, plus text as word doc                |
|             | Custom pages                           | \$200 CPM plus \$1,500 set-up fee | Estimate Upon request |            | 3x 150x150 image, 1,500 words + Logo / Branding | 100kb     | Static gif, jpg plus text as word doc      |
|             | Sponsorship                            | \$150 CPM plus \$1,000 set-up fee | Estimate Upon request |            | Custom  | 40kb      | Static gif, jpg                            |
|             | Advertorial                            | \$500 / week                      | Estimate Upon request |            | 150x150 image, 500 words                        | 100kb     | Static gif, jpg plus text as word doc      |

<sup>1</sup> Solus and newsletter go out on Thursday morning



| Placement   | Ad Unit                               | Value                             | Weekly Impressions    | Weekly Ubs | Dimensions                                      | File Size | Formats                                    |
|-------------|---------------------------------------|-----------------------------------|-----------------------|------------|---|-----------|--|
| Display     | Out of Banner                         | \$120 CPM                         | 73,000                | 18,900     | Upon request                                    | Polite    | Rich Media, click to close & 8sec max      |
|             | Road Block                            | \$65 CPM                          | 73,000                | 18,900     | 2x ad units                                     | 40kb ea   | Rich Media/HTML/Flash with backup gif/jpeg |
|             | Rectangle                             | \$40 CPM                          | 73,000                | 18,900     | 300x250   | 40kb      | Rich Media/HTML/Flash with backup gif/jpeg |
|             | Big Banner                            | \$35 CPM                          | 73,000                | 18,900     | 760x120   | 40kb      | Rich Media/HTML/Flash with backup gif/jpeg |
|             | Skyscraper                            | \$30 CPM                          | 73,000                | 18,900     | 160x600   | 40kb      | Rich Media/HTML/Flash with backup gif/jpeg |
| Email       | Solus Email - Entire list             | \$2,500                           | 9,200                 | 9,200      | 500x900   | 100kb     | HTML                                       |
|             | Solus Email - Targeted list           | \$200 CPM + \$1,000 set-up fee    | Estimate Upon request |            | 500x900   | 100kb     | HTML                                       |
|             | Newsletter - Advertorial <sup>1</sup> | \$1,500                           | 9,200                 | 9,200      | 150x150 image, 100 words                        | 30kb      | Static gif, jpg plus text as word doc      |
| Integration | Microsite                             | \$500 CPM plus \$3,000 set-up fee | Estimate Upon request |            | Custom  | 200kb     | HTML, plus text as word doc                |
|             | Custom pages                          | \$200 CPM plus \$1,500 set-up fee | Estimate Upon request |            | 3x 150x150 image, 1,500 words + Logo / Branding | 100kb     | Static gif, jpg plus text as word doc      |
|             | Sponsorship                           | \$150 CPM plus \$1,000 set-up fee | Estimate Upon request |            | Custom  | 40kb      | Static gif, jpg plus text as word doc      |
|             | Advertorial                           | \$500 / week                      | Estimate Upon request |            | 150x150 image, 500 words                        | 100kb     | Static gif, jpg plus text as word doc      |

<sup>1</sup> Newsletter goes out Wednesday



| Placement   | Ad Unit                                  | Value                             | Weekly Impressions    | Weekly Ubs | Dimensions                                      | File Size | Formats                                    |
|-------------|--|-----------------------------------|-----------------------|------------|---|-----------|--|
| Display     | Out of Banner                            | \$120 CPM                         | 52,000                | 11,200     | Upon request                                    | Polite    | Rich Media, click to close & 8sec max      |
|             | Road Block                               | \$50 CPM                          | 52,000                | 11,200     | 2x ad units                                     | 40kb ea   | Rich Media/HTML/Flash with backup gif/jpeg |
|             | Rectangle                                | \$30 CPM                          | 52,000                | 11,200     | 300x250   | 40kb      | Rich Media/HTML/Flash with backup gif/jpeg |
|             | Big Banner                               | \$25 CPM                          | 52,000                | 11,200     | 760x120   | 40kb      | Rich Media/HTML/Flash with backup gif/jpeg |
|             | Skyscraper                               | \$20 CPM                          | 52,000                | 11,200     | 160x600   | 40kb      | Rich Media/HTML/Flash with backup gif/jpeg |
| Email       | Solus Email - Entire list <sup>1</sup>   | \$4,500                           | 37,500                | 37,500     | 500x900   | 100kb     | HTML                                       |
|             | Solus Email - Targeted list <sup>1</sup> | \$200 CPM + \$1,000 set-up fee    | Estimate Upon request |            | 500x900   | 100kb     | HTML                                       |
|             | Newsletter - Advertorial <sup>2</sup>    | \$2,500                           | 37,500                | 37,500     | 150x150 image, 100 words                        | 30kb      | Static gif, jpg plus text as word doc      |
| Integration | Microsite                                | \$500 CPM plus \$3,000 set-up fee | Estimate Upon request |            | Custom  | 200kb     | HTML, plus text as word doc                |
|             | Custom pages                             | \$200 CPM plus \$1,500 set-up fee | Estimate Upon request |            | 3x 150x150 image, 1,500 words + Logo / Branding | 100kb     | Static gif, jpg plus text as word doc      |
|             | Sponsorship                              | \$150 CPM plus \$1,000 set-up fee | Estimate Upon request |            | Custom  | 40kb      | Static gif, jpg plus text as word doc      |
|             | Advertorial                              | \$500 / week                      | Estimate Upon request |            | 150x150 image, 500 words                        | 100kb     | Static gif, jpg plus text as word doc      |

<sup>1</sup> Solus goes out Mon/Tue

<sup>2</sup> Newsletter goes out Thursday



| Placement   | Ad Unit                                  | Value                             | Weekly Impressions    | Weekly Ubs | Dimensions  | File Size | Formats                                    |
|-------------|--|-----------------------------------|-----------------------|------------|---|-----------|--|
| Display     | Out of Banner                            | \$120 CPM                         | 108,000               | 17,600     | 500x800   | Polite    | Rich Media, click to close & 8sec max      |
|             | Road Block                               | \$70 CPM                          | 108,000               | 17,600     |   | 40kb ea   | Rich Media/HTML/Flash with backup gif/jpeg |
|             | Big Banner                               | \$40 CPM                          | 108,000               | 17,600     | 760x120   | 40kb      | Rich Media/HTML/Flash with backup gif/jpeg |
|             | Rectangle                                | \$40 CPM                          | 108,000               | 17,600     | 300x250   | 40kb      | Rich Media/HTML/Flash with backup gif/jpeg |
|             | Super Skyscraper                         | \$40 CPM                          | 108,000               | 17,600     | 300x600   | 40kb      | Rich Media/HTML/Flash with backup gif/jpeg |
|             | Skyscraper                               | \$20 CPM                          | 108,000               | 17,600     | 160x600   | 40kb      | Rich Media/HTML/Flash with backup gif/jpeg |
| Email       | Solus Email - Entire list <sup>1</sup>   | \$4,800                           | 17,000                | 17,000     | 500x900   | 100kb     | HTML                                       |
|             | Solus Email - Targeted list <sup>1</sup> | \$200 CPM + \$1,000 set-up fee    | Estimate Upon request |            | 500x900   | 100kb     | HTML                                       |
|             | Newsletter - Advertorial                 | \$2,400                           | 17,000                | 17,000     | 150x150 image, 100 words + optional 160x600 ad unit | 30kb      | Static gif, jpg plus text as word doc      |
| Integration | Microsite                                | \$500 CPM plus \$3,000 set-up fee | Estimate Upon request |            | Custom  | 200kb     | HTML, plus text as word doc                |
|             | Custom pages                             | \$200 CPM plus \$1,500 set-up fee | Estimate Upon request |            | 3x 150x150 image, 1,500 words + Logo / Branding     | 100kb     | Static gif, jpg plus text as word doc      |
|             | Sponsorship                              | \$150 CPM plus \$1,000 set-up fee | Estimate Upon request |            | Custom  | 40kb      | Static gif, jpg plus text as word doc      |
|             | Advertorial                              | \$500 / week                      | Estimate Upon request |            | 150x150 image, 500 words                            | 100kb     | Static gif, jpg plus text as word doc      |

<sup>1</sup> Solus goes out Monday Morning



| Placement   | Ad Unit                                  | Value                             | Weekly Impressions    | Weekly Ubs | Dimensions                                      | File Size | Formats                                    |
|-------------|--|-----------------------------------|-----------------------|------------|---|-----------|--|
| Display     | Out of Banner                            | \$120 CPM                         | 27,000                | 6,900      | 500x800   | Polite    | Rich Media, click to close & 8sec max      |
|             | Rectangle                                | \$40 CPM                          | 27,000                | 6,900      | 300x250   | 40kb      | Rich Media/HTML/Flash with backup gif/jpeg |
|             | Big Banner                               | \$35 CPM                          | 27,000                | 6,900      | 760x120   | 40kb      | Rich Media/HTML/Flash with backup gif/jpeg |
|             | Skyscraper                               | \$30 CPM                          | 27,000                | 6,900      | 160x600   | 40kb      | Rich Media/HTML/Flash with backup gif/jpeg |
| Email       | Solus Email - Entire list <sup>1</sup>   | \$2,500                           | 19,000                | 19,000     | 500x900   | 100kb     | HTML                                       |
|             | Solus Email - Targeted list <sup>1</sup> | \$200 CPM + \$1,000 set-up fee    | Estimate Upon request |            | 500x900   | 100kb     | HTML                                       |
|             | Newsletter - Advertorial <sup>1</sup>    | \$1,500                           | 19,000                | 19,000     | 150x150 image, 100 words                        | 30kb      | Static gif, jpg plus text as word doc      |
| Integration | Microsite                                | \$500 CPM plus \$3,000 set-up fee | Estimate Upon request |            | Custom  | 200kb     | HTML, plus text as word doc                |
|             | Custom pages                             | \$200 CPM plus \$1,500 set-up fee | Estimate Upon request |            | 3x 150x150 image, 1,500 words + Logo / Branding | 100kb     | Static gif, jpg plus text as word doc      |
|             | Sponsorship                              | \$150 CPM plus \$1,000 set-up fee | Estimate Upon request |            | Custom  | 40kb      | Static gif, jpg plus text as word doc      |
|             | Advertorial                              | \$500 / week                      | Estimate Upon request |            | 150x150 image, 500 words                        | 100kb     | Static gif, jpg plus text as word doc      |

<sup>1</sup> Newsletter and Solus goes out Wednesday

1



| Placement | Ad Unit                               | Value    | Weekly Impressions | Weekly Ubs | Dimensions   | File Size | Formats                               |
|-----------|---------------------------------------|----------|--------------------|------------|--|-----------|---------------------------------------|
| Display   | Big Banner                            | \$25 CPM | 17,700             | 3,800      | 760x120  | 40kb      | HTML/Flash with backup gif/jpeg       |
| Email     | Newsletter - Advertorial <sup>1</sup> | \$3,500  | 33,200             | 33,200     | 150x150 image, 100 words<br>+ optional 160x600 ad unit | 30kb      | Static gif, jpg plus text as word doc |

<sup>1</sup> Newsletter goes out Friday

# infonews.co.nz

| Placement   | Ad Unit       | Value                             | Weekly Impressions    | Weekly Ubs | Dimensions                                      | File Size | Formats                                    |
|-------------|---------------|-----------------------------------|-----------------------|------------|---|-----------|--|
| Display     | Out of Banner | \$120 CPM                         | 33,000                | 16,000     | 500x800   | Polite    | Rich Media, click to close & 8sec max      |
|             | Road Block    | \$35 CPM                          | 33,000                | 16,000     |   | 40kb ea   | Rich Media/HTML/Flash with backup gif/jpeg |
|             | Rectangle     | \$25 CPM                          | 33,000                | 16,000     | 300x250   | 40kb      | Rich Media/HTML/Flash with backup gif/jpeg |
|             | Big Banner    | \$20 CPM                          | 33,000                | 16,000     | 760x120   | 40kb      | Rich Media/HTML/Flash with backup gif/jpeg |
|             | Skyscraper    | \$15 CPM                          | 33,000                | 16,000     | 160x600   | 40kb      | Rich Media/HTML/Flash with backup gif/jpeg |
| Integration | Microsite     | \$500 CPM plus \$3,000 set-up fee | Estimate Upon request |            | Custom  | 200kb     | HTML, plus text as word doc                |
|             | Custom pages  | \$200 CPM plus \$1,500 set-up fee | Estimate Upon request |            | 3x 150x150 image, 1,500 words + Logo / Branding | 100kb     | Static gif, jpg plus text as word doc      |
|             | Sponsorship   | \$150 CPM plus \$1,000 set-up fee | Estimate Upon request |            | Custom  | 40kb      | Static gif, jpg plus text as word doc      |
|             | Advertorial   | \$500                             | Estimate Upon request |            | 150x150 image, 500 words                        | 100kb     | Static gif, jpg plus text as word doc      |



| Placement   | Ad Unit       | Value                             | Weekly Impressions    | Weekly Ubs | Dimensions                                      | File Size | Formats                                    |
|-------------|---------------|-----------------------------------|-----------------------|------------|---|-----------|--|
| Display     | Out of Banner | \$120 CPM                         | 70,000                | 18,000     | 500x800   | Polite    | Rich Media, click to close & 8sec max      |
|             | Road Block    | \$35 CPM                          | 70,000                | 18,000     | Any two ad units                                | 40kb ea   | Rich Media/HTML/Flash with backup gif/jpeg |
|             | Rectangle     | \$25 CPM                          | 70,000                | 18,000     | 300x250   | 40kb      | Rich Media/HTML/Flash with backup gif/jpeg |
|             | Big Banner    | \$20 CPM                          | 70,000                | 18,000     | 760x120   | 40kb      | Rich Media/HTML/Flash with backup gif/jpeg |
|             | Skyscraper    | \$15 CPM                          | 70,000                | 18,000     | 160x600   | 40kb      | Rich Media/HTML/Flash with backup gif/jpeg |
| Integration | Microsite     | \$500 CPM plus \$3,000 set-up fee | Estimate Upon request |            | Custom  | 200kb     | HTML, plus text as word doc                |
|             | Custom pages  | \$200 CPM plus \$1,500 set-up fee | Estimate Upon request |            | 3x 150x150 image, 1,500 words + Logo / Branding | 100kb     | Static gif, jpg plus text as word doc      |
|             | Sponsorship   | \$150 CPM plus \$1,000 set-up fee | Estimate Upon request |            | Custom  | 40kb      | Static gif, jpg plus text as word doc      |
|             | Advertorial   | \$500 / week                      | Estimate Upon request |            | 150x150 image, 500 words                        | 100kb     | Static gif, jpg plus text as word doc      |



| Placement                                    | Ad Unit  | Value        | Weekly Impressions     | Weekly Ubs | Dimensions   | File Size | Formats   |
|--|--|--------------|------------------------|------------|--|-----------|---|
| Homepage - Take-over                         | Expandable rectangle plus static branding across entire page | \$10,000 p/w | Est. 300000 (100% SOV) | 127,000    | 300x250 auto-expand to 960x250 + 500 x 900 branding (100% SOV) | 70kb      | Rich Media rectangle + static branding                |
| User Home Page                               | Roadblock  | \$10 CPM     | 1,100,000              |            | 728x90 & 300x250   | 50kb      | Subject to approval & limited to 1 per month          |
|  | Rectangle  | \$7 CPM      | 550,000                |            | 300x250  | 50kb      | Gif, Jpeg, HTML, 3 <sup>rd</sup> party tag, Flash 7-9 |
|  | Leaderboard  | \$6 CPM      | 550,000                |            | 728x90   | 50kb      | Gif, Jpeg, HTML, 3 <sup>rd</sup> party tag, Flash 7-9 |
| MySpace Music                                | Rectangle  | \$7 CPM      | 40,000                 |            | 300x250  | 50kb      | Gif, Jpeg, HTML, 3 <sup>rd</sup> party tag, Flash 7-9 |
|  | Leaderboard  | \$6 CPM      | 200,000                |            | 728x90   | 50kb      | Gif, Jpeg, HTML, 3 <sup>rd</sup> party tag, Flash 7-9 |
| MySpace ROS                                  | Rectangle  | \$6 CPM      | 1,600,000              | 127,000    | 300x250  | 50kb      | Gif, Jpeg, HTML, 3 <sup>rd</sup> party tag, Flash 7-9 |
|  | Leaderboard  | \$5 CPM      | 2,550,000              | 127,000    | 728x90   | 50kb      | Gif, Jpeg, HTML, 3 <sup>rd</sup> party tag, Flash 7-9 |
|  | Skyscraper   | \$4 CPM      | 450,000                | 127,000    | 160x600  | 50kb      | Gif, Jpeg, HTML, 3 <sup>rd</sup> party tag, Flash 7-9 |
| <b>Age and gender targeting - On request</b> |  |              |                        |            |  |           |   |

| Placement | Ad Unit                  | Value    | Weekly Impressions | Weekly Ubs | Dimensions               | File Size | Formats                               |
|-----------|--------------------------|----------|--------------------|------------|--------------------------|-----------|---------------------------------------|
| Display   | Rectangle                | \$20 CPM | 100,000            | 25,600     | 300x250                  | 40kb      | HTML/Flash with backup gif/jpeg       |
|           | Skyscraper               | \$25 CPM | 100,000            | 25,600     | 160x600                  | 40kb      | HTML/Flash with backup gif/jpeg       |
| Email     | Newsletter - Advertorial | \$1,000  | 4,000              | 4,000      | 150x150 image, 100 words | 30kb      | Static gif, jpg plus text as word doc |

# NEW ZEALAND LISTENER

| Placement   | Ad Unit       | Value                             | Weekly Impressions    | Weekly Ubs | Dimensions                                      | File Size | Formats                                    |
|-------------|---------------|-----------------------------------|-----------------------|------------|---|-----------|--|
| Display     | Out of Banner | \$120 CPM                         | 30,000                | 11,900     | 500x800   | Polite    | Rich Media, click to close & 8sec max      |
|             | Big Banner    | \$35 CPM                          | 30,000                | 11,900     | 760x120   | 40kb      | Rich Media/HTML/Flash with backup gif/jpeg |
|             | Skyscraper    | \$25 CPM                          | 30,000                | 11,900     | 160x600   | 40kb      | Rich Media/HTML/Flash with backup gif/jpeg |
| Integration | Microsite     | \$500 CPM plus \$3,000 set-up fee | Estimate Upon request |            | Custom  | 200kb     | HTML, plus text as word doc                |
|             | Custom pages  | \$200 CPM plus \$1,500 set-up fee | Estimate Upon request |            | 3x 150x150 image, 1,500 words + Logo / Branding | 100kb     | Static gif, jpg plus text as word doc      |
|             | Sponsorship   | \$150 CPM plus \$1,000 set-up fee | Estimate Upon request |            | Custom  | 40kb      | Static gif, jpg plus text as word doc      |
|             | Advertorial   | \$500 / week                      | Estimate Upon request |            | 150x150 image, 500 words                        | 100kb     | Static gif, jpg plus text as word doc      |

| Placement   | Ad Unit       | Value                             | Weekly Impressions    | Weekly Ubs | Dimensions                                      | File Size | Formats                                    |
|-------------|---------------|-----------------------------------|-----------------------|------------|---|-----------|--|
| Display     | Out of Banner | \$120 CPM                         | 37,000                | 7,700      | 500x800   | Polite    | Rich Media, click to close & 8sec max      |
|             | Big Banner    | \$35 CPM                          | 37,000                | 7,700      | 760x120   | 40kb      | Rich Media/HTML/Flash with backup gif/jpeg |
|             | Skyscraper    | \$25 CPM                          | 37,000                | 7,700      | 160x600   | 40kb      | Rich Media/HTML/Flash with backup gif/jpeg |
| Integration | Microsite     | \$500 CPM plus \$3,000 set-up fee | Estimate Upon request |            | Custom  | 200kb     | HTML, plus text as word doc                |
|             | Custom pages  | \$200 CPM plus \$1,500 set-up fee | Estimate Upon request |            | 3x 150x150 image, 1,500 words + Logo / Branding | 100kb     | Static gif, jpg plus text as word doc      |
|             | Sponsorship   | \$150 CPM plus \$1,000 set-up fee | Estimate Upon request |            | Custom  | 40kb      | Static gif, jpg plus text as word doc      |
|             | Advertorial   | \$500 / week                      | Estimate Upon request |            | 150x150 image, 500 words                        | 100kb     | Static gif, jpg plus text as word doc      |

# Otago Daily Times

| Placement   | Ad Unit       | Value                             | Weekly Impressions    | Weekly Ubs | Dimensions                                      | File Size | Formats                                    |
|-------------|---------------|-----------------------------------|-----------------------|------------|---|-----------|--|
| Display     | Out of Banner | \$120 CPM                         | 313,000               | 53,000     | 500x800   | Polite    | Rich Media, click to close & 8sec max      |
|             | Roadblock     | \$35 CPM                          | 313,000               | 53,000     | 2x ad units                                     | 40kb ea   | Rich Media/HTML/Flash with backup gif/jpeg |
|             | Rectangle     | \$25 CPM                          | 313,000               | 53,000     | 300x250   | 40kb      | Rich Media/HTML/Flash with backup gif/jpeg |
|             | Big Banner    | \$20 CPM                          | 313,000               | 53,000     | 760x120   | 40kb      | Rich Media/HTML/Flash with backup gif/jpeg |
|             | Skyscraper    | \$15 CPM                          | 313,000               | 53,000     | 160x600   | 40kb      | Rich Media/HTML/Flash with backup gif/jpeg |
| Integration | Microsite     | \$500 CPM plus \$3,000 set-up fee | Estimate Upon request |            | Custom  | 200kb     | HTML, plus text as word doc                |
|             | Custom pages  | \$200 CPM plus \$1,500 set-up fee | Estimate Upon request |            | 3x 150x150 image, 1,500 words + Logo / Branding | 100kb     | Static gif, jpg plus text as word doc      |
|             | Sponsorship   | \$150 CPM plus \$1,000 set-up fee | Estimate Upon request |            | Custom  | 40kb      | Static gif, jpg plus text as word doc      |



| Placement | Ad Unit                  | Value    | Weekly Impressions | Weekly Ubs | Dimensions             | File Size | Formats                               |
|-----------|--------------------------|----------|--------------------|------------|------------------------|-----------|---------------------------------------|
| Display   | Rectangle                | \$25 CPM | 2500               |            | 300x250                | 40kb      | HTML/Flash with backup gif/jpeg       |
|           | Big Banner               | \$25 CPM | 43000              | 9000       | 760x120                | 25kb      | HTML/Flash with backup gif/jpeg       |
| Email     | Newsletter - Advertorial | 1000     | 5000               | 5000       | 100x78 image, 50 words | 15kb      | Static gif, jpg plus text as word doc |



| Placement   | Ad Unit       | Value                             | Weekly Impressions    | Weekly Ubs | Dimensions                                      | File Size | Formats                                    |
|-------------|---------------|-----------------------------------|-----------------------|------------|---|-----------|--|
| Display     | Out of Banner | \$120 CPM                         | 2,831,000             | 110,000    | 500x800   | Polite    | Rich Media, click to close & 8sec max      |
|             | Road Block    | \$13 CPM                          | 2,831,000             | 110,000    | 2x ad units                                     | 40kb ea   | Rich Media/HTML/Flash with backup gif/jpeg |
|             | Big Banner    | \$10 CPM                          | 2,831,000             | 110,000    | 760x120   | 40kb      | Rich Media/HTML/Flash with backup gif/jpeg |
|             | Skyscraper    | \$5 CPM                           | 2,831,000             | 110,000    | 160x600   | 40kb      | Rich Media/HTML/Flash with backup gif/jpeg |
|             | Text Link     | \$1,000                           | 1,400,000             |            | 25 characters + 2 hyperlinks                    |           |  |
|             | Hot box       | \$5 CPM                           | 1,400,000             |            | 200x80  | 15kb      |  |
| Integration | Microsite     | \$500 CPM plus \$3,000 set-up fee | Estimate Upon request |            | Custom  | 200kb     | HTML, plus text as word doc                |
|             | Custom pages  | \$200 CPM plus \$1,500 set-up fee | Estimate Upon request |            | 3x 150x150 image, 1,500 words + Logo / Branding | 100kb     | Static gif, jpg plus text as word doc      |
|             | Sponsorship   | \$150 CPM plus \$1,000 set-up fee | Estimate Upon request |            | Custom  | 40kb      | Static gif, jpg plus text as word doc      |
|             | Advertorial   | \$500 / week                      | Estimate Upon request |            | 150x150 image, 500 words                        | 100kb     | Static gif, jpg plus text as word doc      |



| Placement   | Ad Unit                  | Value                             | Weekly Impressions    | Weekly Ubs | Dimensions                                      | File Size | Formats                                |
|-------------|--------------------------|-----------------------------------|-----------------------|------------|---|-----------|--|
| Display     | Out of Banner            | \$120 CPM                         | 389,000               | 51,000     | 500x800   |           | Rich Media, click to close & 8sec max  |
| Email       | Newsletter - Advertorial | \$2,500                           | 30,000                | 30,000     | 150x150 image, 100 words                        | 30kb      | Static gif, jpg plus text as word doc. |
| Integration | Microsite                | \$500 CPM plus \$3,000 set-up fee | Estimate Upon request |            | Custom  | 200kb     | HTML, plus text as word doc            |
|             | Custom pages             | \$200 CPM plus \$1,500 set-up fee | Estimate Upon request |            | 3x 150x150 image, 1,500 words + Logo / Branding | 100kb     | Static gif, jpg plus text as word doc  |
|             | Sponsorship              | \$150 CPM plus \$1,000 set-up fee | Estimate Upon request |            | Custom  | 40kb      | Static gif, jpg plus text as word doc  |



| Placement | Ad Unit                  | Value    | Weekly Impressions | Weekly Ubs | Dimensions               | File Size | Formats                                    |
|-----------|--------------------------|----------|--------------------|------------|--------------------------|-----------|--|
| Display   | Big Banner               | \$30 CPM | 286,000            | 58,800     | 760x120                  | 40kb      | Rich Media/HTML/Flash with backup gif/jpeg |
| Email     | Newsletter - Advertorial | \$7,000  | 127,000            | 127,000    | 150x150 image, 500 words | 40kb      | Static gif, jpg plus text as word doc.     |



| Placement   | Ad Unit       | Value                             | Weekly Impressions    | Weekly Ubs | Dimensions                                      | File Size | Formats                                    |
|-------------|---------------|-----------------------------------|-----------------------|------------|---|-----------|--|
| Display     | Out of Banner | \$120 CPM                         | 36,000                | 21,400     | 500x800   |           | Rich Media, click to close & 8sec max      |
|             | Road Block    | \$35CPM                           | 36,000                | 21,400     | 2x ad units                                     | 40kb ea   | Rich Media/HTML/Flash with backup gif/jpeg |
|             | Rectangle     | \$25 CPM                          | 36,000                | 21,400     | 300x250   | 40kb      | Rich Media/HTML/Flash with backup gif/jpeg |
|             | Big Banner    | \$20 CPM                          | 36,000                | 21,400     | 760x120   | 40kb      | Rich Media/HTML/Flash with backup gif/jpeg |
| Integration | Microsite     | \$500 CPM plus \$3,000 set-up fee | Estimate Upon request |            | Custom  | 200kb     | HTML, plus text as word doc                |
|             | Custom pages  | \$200 CPM plus \$1,500 set-up fee | Estimate Upon request |            | 3x 150x150 image, 1,500 words + Logo / Branding | 100kb     | Static gif, jpg plus text as word doc      |
|             | Sponsorship   | \$150 CPM plus \$1,000 set-up fee | Estimate Upon request |            | Custom  | 40kb      | Static gif, jpg plus text as word doc      |



| Placement | Ad Unit   | Value    | Weekly Impressions | Weekly Ubs | Dimensions | File Size | Formats                         |
|-----------|-----------|----------|--------------------|------------|------------|-----------|---------------------------------|
| Display   | Rectangle | \$15 CPM | 160,000            | 114,000    | 300x250    | 40kb      | HTML/Flash with backup gif/jpeg |



| Placement | Ad Unit                  | Value    | Weekly Impressions | Weekly Ubs | Dimensions               | File Size | Formats                               |
|-----------|--------------------------|----------|--------------------|------------|--------------------------|-----------|---------------------------------------|
| Display   | Big Banner               | \$30 CPM | 296,000            | 24,000     | 760x120                  | 40kb      | HTML/Flash with backup gif/jpeg       |
| Email     | Newsletter - Advertorial | \$3,000  | 70,000             | 70,000     | 150x150 image, 100 words | 30kb      | Static gif, jpg plus text as word doc |

# General Terms

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- Minimum display campaign value - \$1,000
- 20% loading fee for targeted banners
- \$100 solus testing fee applies for untested emails. This fee covers a report containing format previews, plus client and spam filter testing results.
- Advertorials must be produced in-house
- All sponsorships and custom solutions must be co-produced in-house
- Payments for bookings are due 20th of the month following commencement of any placements.
- Prices quoted are exclusive of GST and are agency commission bearing where applicable. A penalty fee of up to 50% of the media value booked may be applied at the total discretion of AdHub Ltd in circumstances where confirmed bookings are cancelled or moved.
- Creative, complying with AdHub's technical specifications, must be supplied one working day before commencement. Rich Media is required 4 working days before commencement.
- AdHub reserves the right to reject creative not complying with our creative and technical guidelines.
- Failure to supply creative on time will result in under-delivery of the number of impressions / placements booked. Advertisers will still be charged in full if it is reasonably accepted that under-delivery was the result of late supply of creative.
- All advertising placed on AdHub sites and through AdHub partner email lists must follow the principles and advertising codes of ethics as outlined by the ASA here: <http://www.asa.co.nz/>

## Glossary

- CPM (Cost per Thousand)
- Tenancy (Fixed position - 100% placement)
- Solus (special email sent on behalf of advertiser with complete control around content and layout)
- Roadblock (any two - or more - pages bought for the same campaign in the same period of time)
- Microsite (unique page or number of pages with custom layout and message from advertiser)
- Homepage takeover (integrated branding opportunity customised through redesign of site homepage)
- Advertorial (custom piece of editorial written specifically by / for the advertiser)
- Material (advertising creative - i.e. banner)
- Impression (the number of times a page / advertisement) has the opportunity to be viewed)
- Out of Banner (Rich media initiating automatically on page load)

## More information

[www.adhub.co.nz](http://www.adhub.co.nz)

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