



adhub

niche sites made easy



Rate Card - March 2009

Our Network

Rates placements and key stats are provided for all our network sites on the following pages and you can find a quick synopsis (plus relevant page number) here:

Biggie (pg. 3) is the urbanite's portal to the social scene around them. The site offers its viewers and members a comprehensive guide to what is going on, who will be there, and what will make them stand out. Biggie is the night out of your life. Every glitzeratti wants a night they will remember forever.

- Monthly users – just over 40,000
- Gender – 64% female audience

Flicks (pg. 4) is New Zealand's independent film opinion. A place where all things filmic are reviewed, debated, researched and presented on a platter for our large and loyal community of users. Flicks.co.nz has its finger on the pulse and its ear to the ground presenting the latest reviews, session times, trailers, competitions, news, debates and New Zealand's most independent Top 10 movie list.

- Monthly users – just over 75,000
- Gender – 63% female audience

GetFrank (pg. 5) is a smart, witty no BS men's site – think Economist meets GQ and bumps into FHM along the way. Who is Frank? Frank is an alter ego, which will guide you, when you choose to stop being pushed into existence and decide to step up and live.

- Monthly users – just over 70,000
- Gender – 65% male audience

GrownUps (pg. 6) provides magazine style content, discussions, laughs, practical guides and valuable insights for one of the most lucrative audiences online in New Zealand – those 50 plus. Content ranges from articles and discussions on Health & Travel to Games and Product Directories.

- Monthly users – just over 85,000
- Gender – 65% female audience

MenuMania (pg. 7) provides a comprehensive database of restaurants, cafes & takeaways around New Zealand. The site is updated by the people for the people with comments, photo's, reviews, menu options and more, for free! The site offers its users a certain uniqueness: reviews are by real people who experience the restaurant for what it is. There is no funding from the restaurants themselves - guaranteeing unbiased reviews and opinions.

- Monthly users – just over 65,000
- Gender - 66% female audience

Sella (pg. 8) was born of New Zealand's demand for a simplified fee structure for listing and selling items online. The site is an online Classifieds and Auction site that is completely 100% free to list and sell an item online. Users enjoy a simplified store structure and listing process along with tens of thousands of products for sale online.

- Monthly users - just over 175,000
- Gender 67% female audience

Voxy (pg. 9) is a premium news, sport, politics and opinions site. On top of great hourly news from the wires, the site also has a growing list of bloggers who contribute their thoughts on the world around them.

- Monthly users – just over 60,000
- Gender – 60% male audience

Weddings (pg. 10) The big day is an immense undertaking, filled with emotion, excitement and pure gritty determination to see the event a success. With hundreds of articles covering all aspects of planning a wedding, together with useful tools, a product and services directory and a vibrant discussion forum; weddings is the place for brides-to-be to find out everything related to one of the most important events of their lives.

- Monthly users – just over 13,000
- Gender – 85% female audience

Placement	Ad Unit	Value	Weekly Impressions*	Weekly Unique Browsers*
Display	Big Banner (760x120)	\$35 CPM	171,000	9,000
	Skyscraper (160x600)	\$30 CPM	163,000	9,000
	Roadblock (any two ad units)	\$65 CPM	163,000	9,000
	Island (300x250)	\$40 CPM	101,000	6,000
	Out of Banner	\$80 CPM	Floating layers etc - minimum \$3,000	
E-mail	Newsletter (Skyscraper & text)	\$0.12 per person	Max 1 per month 30,000 people Monday	
	Solus	\$0.25 per person	Max 1 per month Min \$3000 30,000 People Monday	
Sponsorship	Microsite (Custom)	\$3,000	Per Month	
	Homepage Takeover (Custom)	\$5,000	Per Week	
	Section Sponsorship	\$1,500	Per Month	
Advertorial Feature	Homepage Feature: 1 week	\$500	Per Month	
Competition	Comp	\$500	Image, Text, Video & Homepage Link Per Month	



Placement	Ad Unit	Value	Weekly Impressions	Weekly Unique Browsers
Display	Big Banner (760x120)	\$35 CPM	123,000	18000
	Skyscraper (160x600)	\$30 CPM	121,000	18000
	Island (300x250)	\$40 CPM	116000	18000
	Roadblock (any two ad units)	\$65 CPM	120000	18000
	Out of Banner	\$80 CPM	Floating layers etc - minimum \$3,000	
E-mail	Newsletter (300 x 250 + text)	\$0.25 per person	Max 1 per month 6,500 people Wednesday	
	Hybrid (Custom)	\$0.35 per person	Max 1 per month Min \$3,000 6,500 People Wednesday	
Sponsorship	Microsite (Custom)	\$3,000	Per Month	
	Homepage Takeover (Custom)	\$5,000	Per Week	
	Content Sponsorship (468x60)	\$1,500	Per Month	
Advertorial Feature	Homepage Feature: 1 week	\$500	Per Month	
Competition	Comp	\$500	Image, Text, Video & Site-wide Link	Per Month



Placement	Ad Unit	Value	Weekly Impressions*	Weekly Unique Browsers*
Display	Big Banner (760x120)	\$40 CPM	117,000	17,000
	Skyscraper (160x600)	\$20 CPM	111,000	17,000
	Roadblock (any two ad units)	\$75 CPM	110,000	17,000
	Island (300x250)	\$40 CPM	113,000	17,000
	Out of Banner	\$80 CPM	Floating layers etc - minimum \$3,000	
	Super Skyscraper	\$40 CPM	93,500	17,000
	Out of Banner	\$80 CPM	Floating layers etc - minimum \$3,000	
E-mail	Newsletter (160 x 600 + text)	\$0.15 per person	Max 1 per month 14,500 people Monday	
	Solus	\$0.35 per person	Max 1 per month Min \$3000 14,500 People Monday	
Sponsorship	Microsite (Custom)	\$3,000	Per Month	
	Homepage Takeover (Custom)	\$5,000	Per Week	
	Content Sponsorship	\$1,500	Per Month	
Advertorial Feature	Homepage Feature: 1 week	\$500	Per Month	



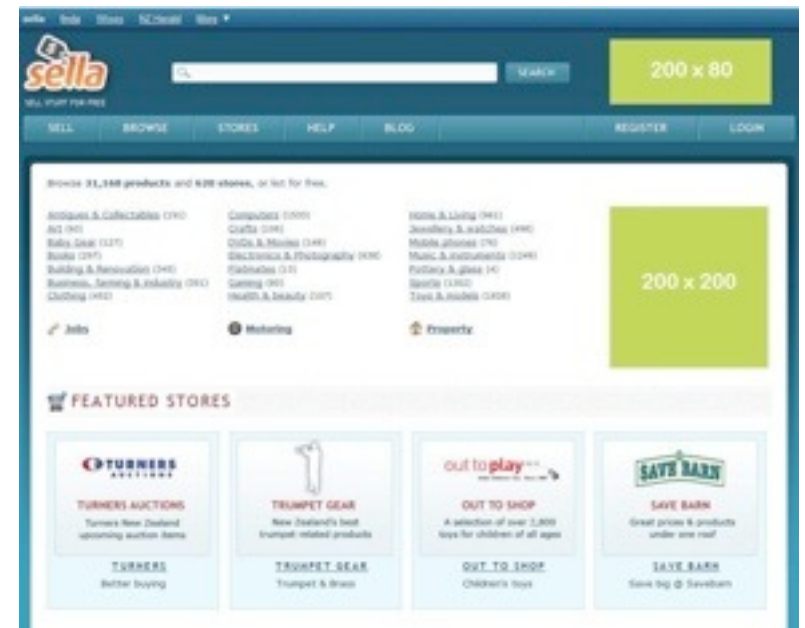
Placement	Ad Unit	Value	Weekly Impressions*	Weekly Unique Browsers*
Display	Big Banner (760x120)	\$35 CPM	120,000	22,000
	Skyscraper (160x600)	\$30 CPM	119,000	22,000
	Roadblock (any two ad units)	\$65CPM	115,000	22,000
	Out of Banner	\$80 CPM	Floating layers etc - minimum \$3,000	
	Island (300x250)	\$40 CPM	99,000	22,000
E-mail	Newsletter (160 x 600 + text)	\$0.12 per person	Max 1 per month 20,000 people Tuesday	
	Solus (Custom)	\$0.27 per person	Max 1 per month Min \$3000 20,000 people Tuesday	
Sponsorship	Microsite (Custom)	\$3,000	Per Month	
	Homepage Takeover (Custom)	\$5,000	Per Week	
	Content Sponsorship (468x60)	\$1,500	Per Month	
Advertorial Feature	Homepage Feature: 1 week	\$500	Per Month	



Placement	Ad Unit	Value	Weekly Impressions*	Weekly Unique Browsers*
Display	Big Banner (760x120)	\$35 CPM	113,000	18,000
	Skyscraper (160x600)	\$30 CPM	55,000	8,000
	Roadblock (any two ad units)	\$65CPM	50,000	8,000
	Island (300x250)	\$40 CPM	52,000	8,000
	Out of Banner	\$80 CPM	Floating layers ETC	
E-mail	Newsletter (160 x 600 + text)	\$0.15 per person	Max 1 per month 2,000 people Monday	
	Hybrid (Custom)	\$0.35 per person	Max 1 per month 2,000 people Monday	
Sponsorship	Microsite (Custom)	\$3,000	Per Month	
	Homepage Takeover (Custom)	\$5,000	Per Week	
	Content Sponsorship	\$1,500	Per Month	
Advertorial Feature	Homepage Feature: 1 week	\$500	Per Month	
Competition	Comp	\$500	Image, Text, Video & Site-wide Link Per Month	



Placement	Ad Unit	Value	Weekly Impressions*	Weekly Unique Browsers*
Display	Block – Key Spots (200 x 200)	\$5 CPM	42,000	20,000
	Button – ROS (200 x 80)	\$2.50 CPM	410,000	52,000
E-mail	Newsletter	\$0.12 per person	Max 1 per month 30,000 people Monday	
Sponsorship	Microsite (Custom)	\$3,000	Per Month	
	Homepage Takeover (Custom)	\$5,000	Per Week	
	Content Sponsorship	\$1,500	Per Month	
Advertorial Feature	Homepage Feature: 1 week	\$500	Per Month	
Competition	Comp	\$500	Image, Text, Video & Site-wide Link Per Month	



Placement	Ad Unit	Value	Weekly Impressions*	Weekly Unique Browsers*
Display	Big Banner (760x120)	\$35 CPM	24,000	13,500
	Island (300x250)	\$40 CPM	24,000	13,500
	Roadblock (any two ad units)	\$65CPM	20,000	13,500
	Out of Banner	\$80 CPM	Floating layers ETC	
E-mail	Newsletter (160 x 600 + text)	\$0.15 per person	Max 1 per month 2,000 people Monday	
	Hybrid (Custom)	\$0.35 per person	Max 1 per month 2,000 people Monday	
Sponsorship	Microsite (Custom)	\$3,000	Per Month	
	Homepage Takeover (Custom)	\$5,000	Per Week	
	Content Sponsorship	\$1,500	Per Month	
Advertorial Feature	Homepage Feature: 1 week	\$500	Per Month	
Competition	Comp	\$500	Image, Text, Video & Site-wide Link Per Month	



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AdHub Rate Card March 09 :: *Figures courtesy AdHub adserver (Impressions) and NetRatings MI (UBs)



Placement	Ad Unit	Value	Weekly Impressions*	Weekly Unique Browsers*
Display	Big Banner (760x120)	\$35 CPM	70,000	3,000
	Skyscraper (160x600)	\$30 CPM	60,000	3,000
	Roadblock (any two ad units)	\$65CPM	70,000	3,000
	Island (300x250)	\$40 CPM	90,000	3,000
E-mail	Newsletter (160 x 600 + text)	\$0.15 per person	Max 1 per month 2,000 people Monday	
	Hybrid (Custom)	\$0.35 per person	Max 1 per month 2,000 people Monday	
Sponsorship	Microsite (Custom)	\$3,000	Per Month	
	Homepage Takeover (Custom)	\$5,000	Per Week	
	Content Sponsorship (468x60)	\$1,500	Per Month	
Advertorial Feature	Homepage Feature: 1 week	\$500	Per Month	
Competition	Comp	\$500	Image, Text, Video & Site-wide Link Per Month	

The image shows a screenshot of the WEDDINGS.CO.NZ website. At the top, there is a blue header with the site name. Below it, a green banner is labeled '760x120'. The main content area includes an article titled 'A Guide to Choosing Your Wedding Dress' with a photo of a bride and a green box labeled '300x250'. On the right side, there is a sidebar with a 'Quick Links' section and a 'No.1 website' badge, with a vertical green bar labeled '160x600'.

General Terms

- Minimum display campaign value - \$1,000
- 20% loading fee for targeted banners
- \$100 Solus testing fee 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 must be supplied one working day before commencement and may require longer lead-times in certain circumstances - such as in the case of where Rich Media is supplied.
- 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)

More information

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