

MSN NZ RATECARD - effective 1 June 2011

MSN Homepage	Period	Dimensions	Cost	ECPM	Estimated Impressions	Unique Browsers
MSN Network Medium Rectangle (100% SOV)	Daily M-F	300*250	\$7,000.00		700,000/day	260,000
MSN Network Medium Rectangle (100% SOV)	Sat + Sun	300*250	\$7,000.00		1,000,000/2 days	285,000
MSN Network Lower Medium Rectangle		300*250	\$6 cpm		700,000/day	260,000
MSN Network Homepage Text Link 100% SOV, ROS*	Week	45 Characters	\$3,000.00	\$0.75	4 million/week	
MSN Network Homepage Over The Page	Daily M-F	685*325 / 500*500	\$13,750.00		Frequency Capped to 2 per UB with 100% SOV for Mrec	
MSN Network Homepage Full Page Takeover	Daily M-F	980*1100	\$18,550.00		Frequency Capped to 2 per UB with 100% SOV for Mrec	
MSN Network Homepage Push Down Ad	Daily M-F	970*120 expands to 970*160	\$18,550.00		Frequency Capped to 2 per UB with 100% SOV for Mrec	
MSN Network Homepage M-Rec + Side Panels	Daily M-F	300*250 + sides	\$12,400.00			
<b>MSN News</b>	<b>Period</b>	<b>Dimensions</b>	<b>Cost</b>		<b>Estimated Impressions/week</b>	<b>Unique Browsers/week</b>
MSN News Medium Rectangle		300*250	\$25 cpm		3,000,000	237,000
MSN News Leader Board		728*90	\$25 cpm		3,000,000	237,000
<b>MSN Sport</b>	<b>Period</b>	<b>Dimensions</b>	<b>Cost</b>		<b>Estimated Impressions/week</b>	<b>Unique Browsers/week</b>
MSN Sport Medium Rectangle		300*250	\$25 cpm		350,122	30,000
MSN Sport Leader Board		728*90	\$25 cpm		350,122	30,000
<b>MSN Weather</b>	<b>Period</b>	<b>Dimensions</b>	<b>Cost</b>		<b>Estimated Impressions/week</b>	<b>Unique Browsers/week</b>
MSN Weather Medium Rectangle		300*250	\$25 cpm		16,500	10,000
MSN Weather Leader Board		728*90	\$25 cpm		16,500	10,000
<b>MSN Entertainment</b>	<b>Period</b>	<b>Dimensions</b>	<b>Cost</b>		<b>Estimated Impressions/week</b>	<b>Unique Browsers/week</b>
MSN Entertainment Medium Rectangle		300*250	\$25 cpm		500,000	168,000
MSN Entertainment Leader Board		728*90	\$25 cpm		500,000	168,000
MSN Entertainment Slideshow		300*250	\$25 cpm		1,300,000	25,000
MSN Events Medium Rectangle		300*250	\$25 cpm		7,400	3,386
MSN Events Leader Board		728*90	\$25 cpm		7,400	3,386
<b>MSN Travel</b>	<b>Period</b>	<b>Dimensions</b>	<b>Cost</b>		<b>Estimated Impressions/week</b>	<b>Unique Browsers/week</b>
MSN Travel Medium Rectangle		300*250	\$25 cpm		400,000	37,000
MSN Travel Leader board		728*90	\$25 cpm		400,000	37,000
MSN Travel Hot Deals	Week	Text + copy	\$1,000.00		n/a	n/a
<b>MSN Money</b>	<b>Period</b>	<b>Dimensions</b>	<b>Cost</b>		<b>Estimated Impressions/week</b>	<b>Unique Browsers/week</b>
MSN Money Medium Rectangle		300*250	\$35 cpm		121,000	26,000
MSN Money Leader Board		728*90	\$35 cpm		121,000	26,000
MSN Money Text Link		45 Characters	\$1,000 month		121,000	26,000
<b>MSN Lifestyle</b>	<b>Period</b>	<b>Dimensions</b>	<b>Cost</b>		<b>Estimated Impressions/week</b>	<b>Unique Browsers/week</b>
MSN Lifestyle Medium Rectangle		300*250	\$25 cpm		10,000	2,000
MSN Lifestyle Leader Board		728*90	\$25 cpm		10,000	2,000
MSN Astrology Medium Rectangle		300*250	\$25 cpm		18,750	4,000
MSN Astrology Leader Board		728*90	\$25 cpm		18,750	4,000
NZ Men Medium Rectangle		300*250	\$25 cpm		400,000	49,000
NZ Men Leader Board		728*90	\$25 cpm		60,000	49,000
<b>MSN Recipe Finder</b>	<b>Period</b>	<b>Dimensions</b>	<b>Cost</b>		<b>Estimated Impressions/week</b>	<b>Unique Browsers/week</b>
MSN Recipe Finder		300*250	\$25 cpm		153,000	30,000
MSN Recipe Finder		728*90	\$25 cpm		153,000	30,000
MSN Recipe Finder Email		468x60	\$1,000.00			1,200
MSN Recipe Finder Recipe Package	Month	10 Recipes	\$5,000.00			
MSN Recipe Finder Recipe Package	3 Month	25 Recipes	\$10,000.00			
<b>Beauty Clique</b>	<b>Period</b>	<b>Dimensions</b>	<b>Cost</b>		<b>Estimated Impressions/week</b>	<b>Unique Browsers/week</b>
Medium Rectangle		300*250	\$25 cpm		138,000	14,000
Leader Board		728*90	\$25 cpm		138,000	14,000
<b>Cleo</b>	<b>Period</b>	<b>Dimensions</b>	<b>Cost</b>		<b>Estimated Impressions/week</b>	<b>Unique Browsers/week</b>
Medium Rectangle		300*250	\$25 cpm		125,000	21,000
Leader Board		728*90	\$25 cpm		125,000	21,000
<b>MenuMania</b>	<b>Period</b>	<b>Dimensions</b>	<b>Cost</b>		<b>Estimated Impressions/week</b>	<b>Unique Browsers/week</b>
Medium Rectangle		300*250	\$25 cpm		160,000	22,000
Leader Board		728*90	\$25 cpm		160,000	22,000
Skyscraper		160*600	\$25 cpm		100,000	22,000
<b>Health Hub</b>	<b>Period</b>	<b>Dimensions</b>	<b>Cost</b>		<b>Estimated Impressions/week</b>	<b>Unique Browsers/week</b>
Medium Rectangle		300*250	\$25 cpm		157,500	23,000
Leader Board		728*90	\$25 cpm		157,500	23,000
<b>Hoys</b>	<b>Period</b>	<b>Dimensions</b>	<b>Cost</b>		<b>Estimated Impressions/week</b>	<b>Unique Browsers/week</b>
Medium Rectangle		300*250	\$25 cpm		300,000	48,000
Leader Board		728*90	\$25 cpm		300,000	48,000
Footer		728*90	\$15 cpm		300,000	48,000
<b>APN / MSN Co Branded Site</b>	<b>Period</b>	<b>Dimensions</b>	<b>Cost</b>		<b>Estimated Impressions/week</b>	<b>Unique Browsers/week</b>
APN/MSN Big Banner		760*120	\$15 cpm		500,000	84,200
APN/MSN Skyscraper		160*600	\$15 cpm		500,000	84,200
APN/MSN Rectangle		300*250	\$15 cpm		500,000	84,200
<b>Everybody.co.nz</b>	<b>Period</b>	<b>Dimensions</b>	<b>Cost</b>		<b>Estimated Impressions/week</b>	<b>Unique Browsers/week</b>
Medium Rectangle		300*250	\$25 cpm		256,000	12,500
Leader Board		728*90	\$25 cpm		256,000	12,500
<b>Windows Live Messenger</b>	<b>Period</b>	<b>Dimensions</b>	<b>Cost</b>		<b>Estimated Impressions/week</b>	<b>Unique Browsers/week</b>
Conversation Text Link		50 Characters	\$4.00 cpm		8,200,000	445,000 registered users
Half Banner		234*60	\$7.50 cpm		5,500,000	445,000 registered users
Personal Expressions Package	4 weeks		\$12,000.00			
Messenger Tabs	4 weeks		\$12,000.00			
Targeting Options				20% loading for each targeting option		
<b>Windows Live Messenger Today Page</b>	<b>Period</b>	<b>Dimensions</b>	<b>Cost</b>		<b>Estimated Impressions/week</b>	<b>Unique Browser/week</b>
Today Page Small Rectangle		180*150	\$7.50 cpm		1,800,000	266,000
Today Page Small Rectangle + Skin x 2 days	Week	180*150	\$9,000.00		1,800,000	266,000
Today Page OTP	1 Day	373*360	\$5,000.00			
Targeting Options				20% loading for each targeting option		
<b>Windows Live Hotmail</b>	<b>Period</b>	<b>Dimensions</b>	<b>Cost</b>		<b>Estimated Impressions/week</b>	<b>Unique Browsers/week</b>
Medium Rectangle - Today and Sent Pages		300*250	\$10 cpm		2,300,000	1,112,000 active users
Half Page - Sent Page		300*600	\$10 cpm		1,400,000	1,112,000 active users
Skyscraper		160*600	\$8 cpm		35,000,000	1,112,000 active users
Targeting Options				20% loading for each targeting option		
<b>Windows Live Sharing</b>	<b>Period</b>	<b>Dimensions</b>	<b>Cost</b>		<b>Estimated Impressions/week</b>	<b>Unique Browsers/week</b>
Medium Rectangle		300*250	\$10 cpm		100,000	1 Million active users
Skyscraper		160*600	\$10 cpm		20,000	
Targeting Options				20% loading for each targeting option		
<b>Ticketek</b>	<b>Period</b>	<b>Dimensions</b>	<b>Cost</b>		<b>Estimated Impressions/week</b>	<b>Unique Browsers/week</b>
Medium Rectangle		300*250	\$25 cpm		375,000	48,000
Leader Board		728*90	\$25 cpm		375,000	48,000
Homepage Tile 100% SOV	Week	300*125	\$2,000		50,000	
Newsletter - Email		160*600 / 300*250	\$3,000			190,000
<b>Match</b>	<b>Period</b>	<b>Dimensions</b>	<b>Cost</b>		<b>Estimated Impressions/week</b>	<b>Unique Browsers/week</b>
Leader Board		728*90	\$15 cpm		170,000	8,500
<b>Seek</b>	<b>Period</b>	<b>Dimensions</b>	<b>Cost</b>		<b>Estimated Impressions/week</b>	<b>Unique Browsers/week</b>
Leader Board		728*90	\$15 cpm		100,000	12,000
<b>Realestate.co.nz</b>	<b>Period</b>	<b>Dimensions</b>	<b>Cost</b>		<b>Estimated Impressions/week</b>	<b>Unique Browsers/week</b>
Leader Board		728*90	\$15 cpm		30,000	2,500
Skyscraper		160*600	\$15 cpm		30,000	2,500
<b>MSN Video Pre-Rolls</b>	<b>Period</b>	<b>Dimensions</b>	<b>Cost</b>		<b>Estimated Impressions/week</b>	<b>Unique Browsers/week</b>
News, Sports, Weather & Close up content		15 sec TVC + mini-banner 300*60	\$100 cpm		61,000	
Entertainment content		15 sec TVC + mini-banner 300*60	\$80 cpm		20,000	
<b>MSN Network</b>	<b>Period</b>	<b>Dimensions</b>	<b>Cost</b>		<b>Estimated Impressions/week</b>	<b>Unique Browsers/week</b>
MSN Video Ad		300x250			Category cpm + 20% Loading - change out creative up to three times per week	
Run of Network		728x90, 300x250, 160x600, 234x60, 180x150	\$12.50 cpm			
Run of Site		728x90, 300x250	\$15 cpm			

\* ROS Text Links includes Homepage, News, Weather, Sport and Lifestyle categories only.

A minimum spend of \$1,000 is required on all bookings

Hotmail targeting options include: Gender, Age, Region, Occupation, Day and Time

Rich media incurs a 20% loading and polite media a 10% loading on rate card costs.

eCPM (Effective CPM) these placements cannot be bought on a CPM basis.

Third Party ad serving is not included. Please enquire regarding Eyeblander and EyeWonder discounted rates with MSN.

All placements are subject to availability and prices are subject to change

Pencil bookings on the above placements will be held for a maximum of 10 working days.

Impressions are estimates only and are not guaranteed. Make goods will only be offered if served impressions fall less than 10% of estimates.

MSN NZ's standard Terms and Conditions apply.