



# CASUAL CAMPAIGN RATE CARD

| Categories (CPM)       | Landscape Banner 850x120 | Tower Banner 160x600 | Travelling Tile 160x300 |
|------------------------|--------------------------|----------------------|-------------------------|
| CPM = 1000 impressions | sitewide                 | Sitewide             | Sitewide                |
| <b>Casual Rate</b>     | \$100 per CPM            | \$100 per CPM        | \$150 per CPM           |

| Exclusivity*                       | On a per month basis per site, only applies to sites with 500,000 views or less per month - Galleries are NOT included |  |
|------------------------------------|--|--|
| <b>Level 1</b>                     | \$ 1,000.00  | Exclusive to specific business type on one banner position on one page - other advertisers may advertise         |
| <b>Level 2</b>                     | \$ 5,000.00  | Exclusive to specific business type on one banner position on one page - no others may advertise on the position |
| <b>Level 3 per banner position</b> | \$ 2,000.00  | Exclusive to specific business type, all banner positions on one page - others may advertise                     |
| <b>Level 4 per banner position</b> | \$ 10,000.00   | Exclusive to specific business type on all banner positions on one page - no others may advertise                |
| <b>Level 5</b>                     | \$ 15,000.00   | Exclusive to specific business type on one banner position on one site - others may advertise                    |
| <b>Level 6 per banner position</b> | \$ 25,000.00   | Exclusive to specific business type on one banner position on one site - no others may advertise                 |
| <b>Level 7 per banner position</b> | \$ 17,500.00   | Exclusive to specific business type on all banner positions on one site - others may advertise                   |
| <b>Level 8 per banner position</b> | \$ 30,000.00   | Exclusive to specific business type on all banner positions on one site - no others may advertise                |

\* Exclusions to be specified exactly in writing prior to campaign going live, in the event an specified advertiser is incumbent then the newest advertiser is advised and instructions sought

| Galleries                        | Two options - Flat rate per gallery per site OR Cost per banner per gallery for 30 consecutive days |   |
|----------------------------------|---|---|
| Per Banner per gallery per month | \$5.00  | cost "per month" per banner per gallery, eg; gallery with 20 pics costs 20 x \$5.00 per month = \$100 |
| per gallery                      | \$1,000.00  | landscape banner on chosen gallery within site for 30 consecutive days                                |
| all galleries                    | POA   | landscape banner on all galleries within site for 30 consecutive days                                 |

| Cost per Click campaigns | Minimum Spend per campaign \$1000.00 |                      |
|--------------------------|--------------------------------------|----------------------|
| Exposure rate            | \$0.03                               | cents per impression |
| Click rate               | \$5.00                               | per click through    |

| Run of Site Banner Campaigns         | 4 Tiers of Platforms to choose from based on Monthly Page Views - price is Per Platform |   |
|--------------------------------------|---|---|
| 100,000 Page views or less per month | \$1,000.00  | <b>Run of 1 Site on one banner location</b> where no specific banner exclusivity has been purchased |
| 100,001 - 250,000 views per month    | \$1,250.00  | <b>Run of 1 Site on one banner location</b> where no specific banner exclusivity has been purchased |
| 250,001 - 499,999 views per month    | \$1,500.00  | <b>Run of 1 Site on one banner location</b> where no specific banner exclusivity has been purchased |
| 500,000 + views per month            | \$3,000.00  | <b>Run of 1 Site on one banner location</b> where no specific banner exclusivity has been purchased |

Minimum spend \$1000 per campaign | All prices are excluding GST and Advertising placements are on a first come first served basis.