

PO Box 44-126 Lower Hutt  
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Prices effective 30 Oct 2012



Around 90% of NZCity & NZDating visitors are in NZ

## NZDating

www.nzdating.com

Netguide Awards Best Lifestyle Site Winner x7  
Netguide Awards: Best Social Networking Site Winner  
Netguide Awards 2007, 2012: 'NZ Site of the Year' Finalist



NZDating is the original Kiwi social network, serving around 100 million web pages to Kiwis each month. As NZ's busiest locally-owned web site NZDating is essential for any online advertising campaign targeting Kiwis - hit your audience directly with targeting by gender, NZ region, age and more.

|  | Max file size | Formats            | Uniques  | Impressions | Period | Price      |
|--|---------------|--------------------|----------|-------------|--------|------------|
| *760x120 Large Banner <sup>^</sup><br><i>Non-exclusive</i> | 25kb          | gif, jpeg or flash | 150,000+ | 7 million   | week   | \$3500 p/w |
| *160x600 Skyscraper <sup>^</sup><br><i>Non-exclusive</i>   | 25kb          | gif, jpeg or flash | 150,000+ | 7 million   | week   | \$3500 p/w |
| *728x90 Banner<br>Who's Online section                     | 25kb          | gif, jpeg          | 70,000+  | 7 million   | week   | \$8000 p/w |
| 300x250 Showcase<br><i>Non-exclusive</i>                   | 25kb          | gif, jpeg or flash | 50,000+  | 2 million   | week   | \$2500 p/w |

| NZDating CPM**  | Max file size | Formats                         | Uniques               | Impressions                       | Period | Price                                 |
|---|---------------|---------------------------------|-----------------------|-----------------------------------|--------|---------------------------------------|
| *760x120 Large Banner <sup>^</sup><br>*160x600 Skyscraper <sup>^</sup><br>*300x250 Showcase<br>*728x90 Banner   | 25kb          | gif, jpeg or flash <sup>~</sup> | 500,000+<br>per month | minimum order \$1500<br>per month |        | \$2 CPM<br>plus any targeting options |
| <b>NZDATING CPM TARGETING OPTIONS</b>   |               |                                 |                       |                                   |        |                                       |
| <b>By location:</b><br>Auckland   Bay of Plenty   Canterbury   Gisborne   Hawkes Bay   Horowhenua   Manawatu   Marlborough   Nelson & Bays<br>Northland   Otago   Southland   Taranaki   Timaru & Oamaru   Waikato   Wairarapa   Wellington   Wanganui   West Coast |               |                                 |                       |                                   |        | +\$1 CPM per location                 |
| <b>by Gender</b><br>Male / Female / Gay   |               |                                 |                       |                                   |        | +\$1 CPM                              |
| <b>by Age Group</b><br>18-20, 20-24, 25-29, 30-32, 33-34, 35-39, 40-44, 45-49, 50-54, 55+   |               |                                 |                       |                                   |        | +\$1 CPM per group                    |
| <b>Smoking</b><br>Smoking / Non-smoking   |               |                                 |                       |                                   |        | +\$1 CPM                              |
| <b>'Prim'</b><br>Prim / Not prim  |               |                                 |                       |                                   |        | No Charge                             |

CPM examples: Nationwide heating company targeting **females aged 30+** in **Otago** throughout winter (\$5 per thousand ads) \*\*  
Sports club franchise targeting **Waikato men** for discounted tickets to a local game (\$4 per thousand ads) \*\*

## NZCity

www.nzcity.co.nz

Netguide Awards: Best Homepage Winner  
Netguide Awards: Best Homepage Finalist x4  
Netguide Awards: 'NZ Site of the Year' Finalist



NZCity is the original Kiwi Start Page, with around 400,000 Kiwi visitors each month. As a 'portal', NZCity users have it as their browser start up page and are actively looking to find interesting and compelling content to continue their day online, hence are very responsive to Kiwi advertiser's offers.

|  | Max file size | Formats            | Uniques               | Impressions                       | Period | Price      |
|--|---------------|--------------------|-----------------------|-----------------------------------|--------|------------|
| 760x120 <b>Homepage</b> banner<br><i>Homepage only, 100% share of voice</i>                      | 25kb          | gif, jpeg or flash | 85,000+               | 400,000                           | week   | \$3500 p/w |
| 760x120 <b>Run of Site</b> banner<br><i>This position excludes the Homepage</i>                  | 25kb          | gif, jpeg or flash | 100,000+              | 450,000                           | week   | \$2400 p/w |
| 300x250 <b>Homepage</b> Showcase <sup>^</sup>  | 25kb          | gif, jpeg or flash | 85,000+               | 400,000                           | week   | \$3500 p/w |
| 160x600 <b>Run of Site</b> Skyscraper <sup>^</sup><br><i>This position excludes the Homepage</i> | 25kb          | gif, jpeg or flash | 100,000+              | 450,000                           | week   | \$2400 p/w |
| **760x120 Large Banner<br>**160x600 Skyscraper<br>**300x250 Showcase                             | 25kb          | gif, jpeg or flash | 600,000+<br>per month | minimum order \$1000<br>per month |        | \$10 CPM   |

NZCity & NZDating are proudly  
New Zealand owned and operated



**Notes:**

- All prices and statistics are subject to change without notice.
- Stat's taken from Nielsen Netratings where available. Includes both domestic and international traffic. For an indication of NZ only figures, take 10% from figures above.
- \* NZDating paying subscribers may not be shown advertising when creative is considered distracting or CPU intensive.
- \*\* Minimum order value per month \$1000 NET (+GST).
- <sup>^</sup> Expanding banner positions also available with 20% price premium, formats such as Eyeblander may be available, please call for more information
- <sup>~</sup> Flash not available in all positions (eg 728x90 Who's Online Banner) - please call to confirm availability

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The following terms and conditions apply to bookings on our portfolio of sites which include: NZCity, NZDating, SearchNZ, NZSearch and boutique sites which include Xmas.co.nz, mothers.day.co.nz, fathers.day.co.nz, valentines.day.co.nz etc.

## CANCELLATION POLICY:

- If a confirmed order is cancelled within **15 working days** of the commencement date booked, a cancellation fee of 30% of the order value is applicable.
- If a confirmed order is cancelled within **10 working days** of the commencement date booked, a cancellation fee of 60% of the order value is applicable.
- If a confirmed order is cancelled within **5 working days** of the commencement date booked, a cancellation fee of 90% of the order value is applicable.
- If a confirmed order is cancelled **on or after** the commencement date booked, a cancellation fee of 100% of the order value is applicable.

The above cancellation fees apply to the overall value of the campaign cancelled

## DATE CHANGES:

- 1) If a request is made to change the date of a confirmed order it must be made at least 15 working days prior to the commencement date booked.
- 2) If less notice is given and the position remains unsold the above cancellation fees may be applicable.

## PENCIL BOOKINGS:

- 1) Pencil bookings must be firmed up within 3 weeks of being placed, or 1 month prior to the commencement date booked.
- 2) Email notification will be sent reminding Client's of pencil bookings. If they are not firmed up within 3 working days, the bookings will be released automatically with no responsibility or liability accepted by WebAds for the removal of such pencil bookings.

## CREATIVE POLICY:

- 1) Floating layer, expandable or specially-arranged creative is due at least five days before the campaign start date.
- 2) All standard creative is due at least three working days before the campaign start date.
- 3) Any campaigns that start late due to late receipt of creative will be billed in full from the original booking start date.
- 4) All creative is subject to approval by WebAds before placement on the site.
- 5) Creative changes made after commencement date may attract additional service fees.
- 6) All creative must be in 'polite' formats only, and are subject to WebAds prior approval - please call for clarification
- 7) Skyscraper and Big Banners Rotations are permitted up to maximum of 3 per week.
  - Any additional creative rotations or changes will incur a \$100+GST charge per change.
- 8) For rich media (such as Flash) creative, an alternate image file conforming to the designated gif/jpg specifications must also be provided.
- 9) Animation frame rate must be no more than 18fps or cause excessive CPU load
- 10) Creative may not employ persistent rapid or 'strobing' animation
- 11) Any audio content must be pre-approved, user-initiated and contain clear 'mute' functionality

## GENERAL CONDITIONS:

1. Rates do not include any form of exclusivity. Please check with your WebAds representative before booking.
2. Fixed placement make-goods will only be issued if campaigns deliver fewer than 90% of the estimated impressions.
3. WebAds reserve the right to exclude/pull ads deemed inappropriate, due to excessive complaints or breach of copyright.
4. Advertiser may not resell, assign or transfer any of its rights hereunder.

## **Creative Specs**

|   |   |   |   |  |
|---|---|---|---|--|
| <b>Big Banner<br/>(760 x 120)</b><br>Supported Formats:<br><b>Flash, .GIF, .JPG</b><br>Max Filesize: 25kb | <b>Skyscraper<br/>(160 x 600)</b><br>Supported Formats:<br><b>Flash, .GIF, .JPG</b><br>Max Filesize: 25kb | <b>Leaderboard<br/>(728 x 90)</b><br>Supported Formats:<br><b>Flash, .GIF, .JPG</b><br>Max Filesize: 12kb | <b>Showcase<br/>(300 x 250)</b><br>Supported Formats:<br><b>Flash, .GIF, .JPG</b><br>Max Filesize: 25kb | <b>Tile<br/>(120 x 120)</b><br>Supported Formats:<br><b>.GIF, .JPG</b><br>Max Filesize: 12kb |
|---|---|---|---|--|

- For more information on Flash and other rich media formats, please refer to our more detailed specifications and guidelines documentation.
- Other banner pricing and positions available upon request.