


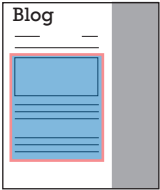


Advertisement Formats & Rates

Rates valid until 31 March 2008

Total Monthly Impressions Available For Advertising: 105,708,866

Now reaching over 150,000 Malaysians a day, and over 350,000 unique visitors network wide across Asia and the world per day.

Advertisement Formats	Image Banner Ads 165x240, 336x280, 180x150, 468x60	Text Ads (Text Content)	Poll + Advert (165 x 240* pixels)	Video Advert (165 x 240 / 336 x 280)	Sponsored Post (100 - 600 words**)
* Polls can resize in height dynamically to fit as many questions needed. ** Noted as sponsored		Your Own Ad Title And a description of your product or service using 25 words or less. http://www.yoururl.com			
Suggested Usage:	Branding Advertising	Web Traffic Exposure	Opinion Gathering Advertising	Branding Broadcast	Persuasive Marketing SEO
Rate Calculation	CPM	CPC	CPA + CPM	CPM	Per Post
Rates	RM15 (select CPM) 1,000 impressions or RM0.35 per click (Network CPC)	RM0.15 - RM2.50 per click	RM1 + per submission RM10 per 1,000 impressions	RM25 per 1,000 impressions	RM50- RM1000 per posting
Notes	minimum order of 100,000 impressions or 3000 clicks.	minimum order of RM500. click price depends on total bids for category	ad displays after poll is taken / either poll or ad is shown	client is not charged for times video is played	subject to blogger popularity, reputation and length of post.

Targeting Options (Valid for All CPM/CPA formats)

Individual Blog Demographics & Traffic Statistics (for CPM Campaigns)

Advertisers can individually choose which blogs to advertise on based on the website traffic and the audience demographics that we provide, including: **Gender** (Male/Female), **Age** (<12, 13-15, 16-20, 21-25, 26-30, 31-40, 40+), **Profession** (Student, Freelancer, Executive, Manager, Entrepreneur, Professional, Unemployed), **Blogger** (Yes/No)

FREE

Geolocation Options (for CPM and CPC formats)

Advertisers can choose to display their advertisements ONLY to those from certain countries/regions. Eg Malaysia only / East Malaysia only / West Malaysia Only

FREE

Advertising Packages (Per Month)

BOOM! - RM10K 2,000,000 impressions + 8,000 clicks minimum RM1000 worth of reviews GEOLOCATION INCLUDED
Bang! - RM5K 1,000,000 impressions + 5,000 clicks minimum RM400 worth of reviews GEOLOCATION INCLUDED
Bing! - RM2.5K 500,000 impressions + 3,000 clicks minimum RM200 worth of reviews GEOLOCATION INCLUDED






Cost Per Click Packages (text & image)

2,000 clicks	5,000 clicks	10,000 clicks
RM 500 RM 0.25 per click	RM1000 RM 0.20 per click	RM1500 RM 0.15 per click

50% text ads, 50% image ads split applicable for these packages.

Monitoring Options

Throughout the duration of your advertising campaign, with Advertlets, you will be able to monitor your real-time expenditure, as well as the following statistics:

-  **Impressions**
Total number of impressions served
-  **Click Through Rate**
Percentage of clicks per impression (sorted by channels)
-  **Channel Performance**
Monitor which blogs give you the best click through rates
-  **Time**
Which times are the most popular for click throughs
-  **Buzz**
Compiled post - campaign: What people are saying about the campaign

Note: For CPC Packages, clients can set daily limits on how much they want to spend. Ads will be displayed rotated with our current inventory, and once the limit for the day is reached, will not display.