

Rate Card – 2009

Standard Display Units

| | Dimensions | Cpm(\$) |
|-----------------------------------|--|----------------|
| Leaderboards / Banners | 728x90 / 468x60 | 15 |
| Skyscraper | 160x600 / 120x600 | 15 |
| Medium Rectangle | 300x250 | 20 |
| Search Results in-search Ad | 348x152 (25K) static, saved for web optimisation | 20 |
| Photo Pop Up Leaderboard / Banner | 728x90 / 468x60 | 15 |

Sponsorships

| | Dimensions | Cost(\$) | Comments |
|-----------------------|---|-----------------|---|
| Expandable Ads | Varied | 1500 / day | Loading on top of CPM rate. |
| Property Alert Email | Banner 468x60 | 1500 / week | Daily & weekly sends, enquire for reach & open rates. |
| Homepage Text Link | 25 character limit – title 75 character limit – body | P.O.A. | |
| SMS Alert Sponsorship | 130 character limit | 1000 / month | Include message from sponsor on tail of every sms sent from site. |