

PACKAGED RATE CARD

1. ADVERTORIAL PACK

Description	Section	Ad Format	Ad Size	Duration	Estimated Total Impressions	Value (Baht)	Discount	Cost (Baht)
Advertorial package	Channel	Advertorial Box	hardcode	1 month	100% SOV (400,000)	฿304,500		
	Channel	Landing Page	hardcode					
Tactical Media	WL Hotmail	Homepage Showcase	300x250	2 weeks	400,000	฿157,500		
	WL Hotmail	Homepage Super Banner	728x90	2 weeks	400,000			
	WL Hotmail	Viewmail Super Banner	728x90	2 weeks	3,800,000			
	WL Hotmail	Sentmail Showcase	300x250	2 weeks	400,000			
Co-Branded Media	Homepage	Homepage	hardcode	1 week	100% SOV (2,000,000)	฿152,250		
		Textlink-Activity Box						
					7,400,000	฿614,250		฿264,000
							CPM	35.68

2. PORTAL PACK

Description	Section	Ad Format	Ad Size	Duration	Estimated Total Impressions	Value (Baht)	Discount	Cost (Baht)
Portal package	Homepage	Showcase	300x250	1 week	1,500,000	฿150,000		
	Homepage	Homepage	hardcode	1 week	100% SOV (2,000,000)	฿152,250		
		Textlink-Under showcase						
Channel	Superbanner	728x90	1 week	100,000	฿15,225			
					3,600,000	฿317,475		฿150,000
							CPM	41.67

3. VIDEO PACK

Description	Section	Ad Format	Ad Size	Duration	Estimated Total Impressions	Value (Baht)	Discount	Cost (Baht)
Video package	MSN Video	Various	Various	1 month	25% SOV (300,000)	฿400,000		
Tactical Media	Portal Pack	Various	300x250	1 week	3,600,000	฿150,000		
	WLH Pack	Various	Text	2 weeks	5,000,000	฿157,500		
	WL Spaces Pack	Various	Various	2 weeks	4,000,000	฿140,000		
					12,900,000	฿847,500		฿540,000
							CPM	41.86

Terms & Conditions:

- The above packages will not be entitled to additional discounts, unless otherwise approved by country manager

1. 200 CHANNEL SPONSORSHIP (NEWS, MOBILE, GAME ZONE, ENGLISH TOWN, CLASSIFIED, TECHNOLOGY, FOOTBALL, MOVIE, MOBILE DOWLOAD)

Description	Section	Ad Format	Ad Size	Duration	Estimated Total Impressions	Total Value (Baht)	Discount	Total Cost (Baht)	Cost per Mth (Baht)
Channel Sponsorship (News, Mobile, Game Zone, English Town)	MSN Homepage	Channel link	hardcode	6 months	100% SOV	B50,000			
	MSN Homepage	Quadbox	hardcode	6 months	100% SOV	B50,000			
	Channel Homepage	Logo	hardcode	6 months	100% SOV	B50,000			
	Channel Homepage	Integrated content	hardcode	6 months	100% SOV	B50,000			
	Channel Homepage	Superbanner	300x250	6 months	50% SOV	B100,000			
	Channel Homepage	Showcase	728x90	6 months	50% SOV	B100,000			
Co-Branded Media	WL Spaces Pack	Various	Various	2 weeks	8,000,000	B280,000			
	Hotmail Viewmail	Viewmail Super Banner	728x90	6 weeks	6,000,000	B189,000			
	Homepage	Homepage Textlink-Under showcase	hardcode	6 weeks	100% SOV	B456,750			
						14,000,000	B1,325,750		B150,000
Tactical Media	Value of tactical media to be purchased from rate card (client has the option to choose any tactical media in the rate card)					B300,000			B50,000
						B1,625,750			B200,000

Terms & Conditions:

- Client has a choice of tactical media from the rate card & must be purchased at rate card value
- Duration of tactical media offering must be in line with the duration indicated in the rate card
- Tactical media must be utilized within the period of sponsorship campaign

2. 300 CHANNEL SPONSORSHIP (MONEY)

Description	Section	Ad Format	Ad Size	Duration	Estimated Total Impressions	Value (Baht)	Discount	Cost (Baht)	Cost per Mth (Baht)
Channel Sponsorship (Money)	MSN Homepage	Channel link	hardcode	6 months	100% SOV	B200,000			
	MSN Homepage	Quadbox	hardcode	6 months	100% SOV	B200,000			
	Channel Homepage	Logo	hardcode	6 months	100% SOV	B200,000			
	Channel Homepage	Integrated content	hardcode	6 months	100% SOV	B350,000			
	Channel Homepage	Superbanner	300x250	6 months	50% SOV	B250,000			
	Channel Homepage	Showcase	728x90	6 months	50% SOV	B250,000			
Co-Branded Media	Spaces	Various	Various	2 weeks	8,000,000	B280,000			
	Hotmail Viewmail	Viewmail Super Banner	728x90	6 weeks	6,000,000	B189,000			
	Homepage	Homepage Textlink-Under showcase	hardcode	6 weeks	100% SOV	B456,750			
						14,000,000	B1,919,000		B200,000
Tactical Media	Value of tactical media to be purchased from rate card (client has the option to choose any tactical media in the rate card)					B600,000			B100,000
						B2,519,000			B300,000

Terms & Conditions:

- Client has a choice of tactical media from the rate card & must be purchased at rate card value
- Duration of tactical media offering must be in line with the duration indicated in the rate card
- Tactical media must be utilized within the period of sponsorship campaign

3. 400 CHANNEL SPONSORSHIP (WOMEN, ENTERTAINMENT)

Description	Section	Ad Format	Ad Size	Duration	Estimated Total Impressions	Value (Baht)	Discount	Cost (Baht)	Cost per Mth (Baht)
Channel Sponsorship (Women, Entertainment)	MSN Homepage	Channel link	hardcode	6 months	100% SOV	B250,000			
	MSN Homepage	Quadbox	hardcode	6 months	100% SOV	B250,000			
	Channel Homepage	Logo	hardcode	6 months	100% SOV	B250,000			
	Channel Homepage	Integrated content	hardcode	6 months	100% SOV	B400,000			
	Channel Homepage	Superbanner	300x250	6 months	50% SOV	B300,000			
	Channel Homepage	Showcase	728x90	6 months	50% SOV	B300,000			
Co-Branded Media	Spaces	Various	Various	2 weeks	8,000,000	B280,000			
	Hotmail Viewmail	Viewmail Super Banner	728x90	6 weeks	6,000,000	B189,000			
	Homepage	Homepage Textlink-Under showcase	hardcode	6 weeks	100% SOV	B456,750			
					14,000,000	B2,675,750			B250,000
Tactical Media	Value of tactical media to be purchased from rate card (client has the option to choose any tactical media in the rate card)					B900,000			B150,000
						B3,575,750			B400,000

Terms & Conditions:

- Client has a choice of tactical media from the rate card & must be purchased at rate card value
- Duration of tactical media offering must be in line with the duration indicated in the rate card
- Tactical media must be utilized within the period of sponsorship campaign

4. MESSENGER TAB SPONSORSHIP

Description	Section	Ad Format	Ad Size	Duration	Estimated Total Impressions	Value (Baht)	Discount	Cost (Baht)
Messenger Tab Sponsorship	Tab Integration	Hard Code	Various	6 months	100%	B2,300,000		
Tactical Media	MSN Homepage	Showcase	300x250	2 weeks	3,000,000	B300,000		
	Messenger Pack	Various	Various	2 weeks	11,000,000	B520,000		
	WLH Pack	Various	Various	2 weeks	5,000,000	B157,500		
Co-Branded Media	Spaces	Various	Various	2 weeks	8,000,000	B280,000		
	Homepage	Homepage Textlink-MSN Services	hardcode	6 week	100% SOV (5,000,000)	B456,750		
					32,000,000	B4,014,250		B1,800,000
							CPM	56.25

5. MESSENGER GAME SPONSORSHIP

Description	Section	Ad Format	Ad Size	Duration	Estimated Total Impressions	Value (Baht)	Discount	Cost (Baht)
MESSENGER GAME SPONSORSHIP (2 MONTHS)	Messenger Pack	Various	Various	2 weeks	11,000,000	B520,000		
	Portal Pack	Various	Various	2 weeks	3,200,000	B300,000		
	WLH Pack	Various	Various	4 weeks	10,000,000	B315,000		
	Spaces Pack	Various	Various	4 weeks	8,000,000	B280,000		
						32,200,000	B1,415,000	
							CPM	34.29