



STANDARD RATE CARD EXTERNAL

	Spots	Duration	Cost (THB)	OTS (Guaranteed)	Remarks
HOME PAGE					
Showcase Ad - Standard	4	1 week	B150,000	1,500,000	
Showcase Ad - Expandable	4	1 week	B165,000	1,500,000	
Showcase Ad - Video (30 sec)	4	1 week	B165,000	1,500,000	
Showcase Ad - Expandable w Video	4	1 week	B175,000	1,500,000	
Skinner	1	3 days	B190,000	100% SOV	Frequency capped to 1 view/user per day; restricted to once a month only execution per advertiser
Synchronised	1	3 days	B190,000	100% SOV	Frequency capped to 1 view/user per day; restricted to once a month only execution per advertiser
Peel Back	1	3 days	B190,000	100% SOV	User initiated; restricted to once a month only execution
Video Wall	1	3 days	B190,000	100% SOV	User initiated; restricted to once a month only execution
Textlink	2	1 week	B120,000	1,200,000	

*Skinner, Synchronised, Peel back, Video Wall - Production cost not included - client can produce creatives according to specs & guidelines

CHANNEL					
Showcase Ad	CPM	CPM	B180	N/A	
Super Banner	CPM	CPM	B120	N/A	

WINDOWS LIVE HOTMAIL					
Showcase Ad - 300X250	CPM	CPM	B180	N/A	
Showcase Ad - 300X250 Expandable	CPM	CPM	B200	N/A	
Showcase Ad - 300X250 Expandable with Video	CPM	CPM	B220	N/A	
Showcase Ad - 300x600	CPM	CPM	B280	N/A	
Showcase Ad - 300x600 Expandable	CPM	CPM	B310	N/A	
Showcase Ad - 300x600 Expandable with Video	CPM	CPM	B340	N/A	
Showcase Ad (Roadblock)	1	2 days	B120,000	700,000	
Super Banner	CPM	CPM	B120	N/A	
Super Banner - Expandable	CPM	CPM	B135	N/A	
Super Banner - Expandable with Video	CPM	CPM	B150	N/A	
Windows Live Hotmail Pack - Standard	12	2 weeks	B157,500	5,000,000	
Windows Live Hotmail Pack - Expandable	12	2 weeks	B174,000	5,000,000	
Windows Live Hotmail Pack - Expandable with Video	12	2 weeks	B191,000	5,000,000	

WL Hotmail Showcase, Superbanner can be sent to target Age and Gender.

WL Hotmail Pack can be sent to target Age and Gender. Only 1 targeting is allowed per pack. Pls check inventory before committing to customers; book early to secure targeting inventory Loading Fee applies.

MESSENGER					
Messenger Pack - Standard	12	1 week	B260,000	5,500,000	Time band targeting is limited to 2 bands - 11am to 1 pm OR 6pm to 9pm
Messenger Pack (Expandable Half Banner)	12	1 week	B300,000	5,500,000	Please check & ensure there is sufficient inventory before committing to client
Messenger Pack (Expandable Half Banner with Video)	12	1 week	B335,000	5,500,000	Please book early into system to ensure targeting inventory is secured.
					- loading fee is applicable per-targeting on top of the ratecard rate.
Personal Expressions (Theme Pack)		1 month	B400,000	N/A	Client can provide 1 to 3 creatives for background images & display picture; 1 to 3 creatives for winks; 1 to 5 background images for emoticons.
Price includes 1 wink slot, 1 Display picture slot, 1 Background slot, 1 Emoticon slot	8	2 months	B600,000	N/A	* Production cost not included - client can produce creatives according to specs & guidelines
Complementary Cobrand media at "Services from MSN" (1 wk), Messenger Text link (1,000,000 imp 7days/mon)		3 months	B800,000	N/A	* Promotional media not included, but is recommended to drive awareness
Production cost			B65,000		* Includes 5 emoticons, 1 background, 1 display picture, 1 wink
Additional production of background, display picture or wink			B15,000	each	

SPACES					
Spaces Pack - Standard	1	2 weeks	B140,000	4,000,000	
Spaces Pack - Expandable Superbanner	1	2 weeks	B155,000	4,000,000	
Spaces Pack - Expandable Superbanner with Video	1	2 weeks	B170,000	4,000,000	

MICROSOFT OFFERS (EMAIL MARKETING)					
	Rate	1200 Baht CPM			
Categories	Sign-ups	Categories	Sign-ups		
Jewelry	58,500	TV & Movies	180,000		
Kids Babies Maternity	59,400	Baby Care	76,500		
Mens	73,800	Beauty & Fragrance	94,500		
Womens	90,000	Health and Wellness	90,900		
Computer / IT Training	88,200	Kitchen and Gourmet	76,500		
Foreign Language	103,500	Pets	76,500		
Graduate / Undergraduate / Masters	70,200	Autos	55,800		
Computer Hardware	95,400	Bargain Center	40,500		
Computer Software	101,700	Coupons	43,200		
Home Digital Zone	63,900	Flowers	72,000		
Home Theater TVs and stereos	81,000	Gifts	74,700		
Portable Cellphones PDAs Phones	74,700	Local Shopping	45,900		
Video Games	105,300	Property Real Estat	43,200		
Books and Magazines	144,000	Telecommunications	50,400		
Music and Videos	216,000	Home Office	65,700		
Sports and Outdoors	135,900	Insurance and Financial Services	54,000		
Travel	148,500	Investing and Personal Finance	57,600		
		Small & Medium Business	62,100		

Terms & Conditions

- MO sent based on frequency set by Microsoft. Please refer to your sales contact for more information.
- Number of sign-up shown above is based on July 2008. Please refer to your sales contact for the latest number.
- Number of sign-ups vary month to month.
- loading fee is applicable per-targeting on top of the ratecard rate.

MSN Advertising Terms & Conditions

MSN Standard Terms and Conditions for Insertion Order ("Conditions")

1. **MATERIALS:** Microsoft Corporation ("MSN") recommends that (i) File sizes should be as small as possible for quick Serving Time. (ii) Materials are due three to five (3 to 5) business days depending on file format prior to the first day the Banner/Link is scheduled to appear. (iii) Materials should be sent via e-mail to local sales representatives.
2. **ADVERTISING ORDERS:** All orders or other requests for advertising ("Orders"), from an advertiser ("Advertiser") or an advertising agency or agent on Advertiser's behalf ("Agency"), to Microsoft Corporation ("MSN") are governed by these Conditions. No other terms or conditions, made in connection with orders or howsoever otherwise arising shall be binding on MSN. Orders which quote rates which vary from the rates listed in MSN's then-current rate card shall not be binding on MSN, and shall be deemed Orders at then-current rates. Orders are binding on Advertiser and Agency and not subject to cancellation, except as provided below under CANCELLATION.
3. **ACCEPTANCE:** MSN's offer to publish Advertisements for Advertiser or Agency is made on these Conditions only, and the placement or other communication of an Order with MSN shall constitute Advertiser's and Agency's unconditional acceptance of these Conditions. MSN reserves the right not to publish any advertising at any time in its sole discretion. Failure by MSN to publish any Advertisement does not constitute a breach of contract or otherwise entitle Advertiser or Agent to legal remedy.
4. **CANCELLATION:** Advertiser or Agency may cancel any Advertisement ordered at any time by the number of days' written notice set forth in the Insertion Order. In the event of such cancellation, all price discounts previously granted shall be rescinded and the price applicable to any delivered impressions shall be adjusted to the then full rate card price, and Advertiser and/or Agency shall pay to MSN, within thirty (30) days of the Advertisement being terminated, all amounts due (as determined in accordance with the higher price calculation) for such impressions delivered. MSN may cancel any Advertisement at any time, with or without cause, upon notice to Advertiser and/or Agency. **IN THE EVENT OF SUCH CANCELLATION, ADVERTISER'S AND AGENCY'S SOLE REMEDY WILL BE A REFUND OF ANY PRE-PAID FEES IN EXCESS OF THE FEES DUE TO MSN FOR THE IMPRESSIONS DELIVERED IN THE THIRTY (30) DAYS AFTER MSN'S NOTICE OF TERMINATION. THIS RELEASE OF ADVERTISER'S AND/OR AGENCY'S COMMITMENT IS ADVERTISER'S AND/OR AGENCY'S SOLE REMEDY AND NEITHER MSN NOR ANY AFFILIATE WILL HAVE ANY OTHER LIABILITY TO ADVERTISER OR AGENCY.**
5. **RESPONSIBILITY FOR ADVERTISEMENTS:** Advertiser and Agency represent and warrant to MSN that they are fully authorized to publish the entire contents and subject matter of all Advertisements (including, without limitation, all text, graphics, URLs, and sites to which URLs are linked), and that all Advertisements will comply with all applicable laws and regulations. Advertiser and Agency jointly and severally agree unconditionally to indemnify and hold harmless MSN and its affiliates, and their respective officers, agents and employees, from and against any and all loss, liability and expense (including reasonable attorneys' fees) suffered or incurred by reason of any claims, proceedings or suits based on or arising in connection with such Advertisements, including without limitation claims for defamation, copyright infringement, and trademark infringement.
6. **POSITIONING:** Except as specified by MSN in the Conditions positioning of Advertisements shall be at MSN's sole discretion.
7. **STYLE:** Advertisements that simulate MSN's, its affiliates' editorial matter in appearance or style, or that are not readily identifiable as advertisements, are not acceptable. MSN may in its sole discretion label any Advertisement as an "advertisement" for clarification.
8. **LINKS TO INTERNET SITES:** Advertiser and Agent warrant and represent to MSN that each Internet site identified by URLs in Advertisements: (i) is controlled by Advertiser and operated by Advertiser and/or its independent contractors, (ii) will be functional and accessible at all times, and (iii) is in compliance with all applicable laws and regulations, and suitable in all respects to be linked to from the applicable site containing the Advertisement. MSN may test Advertiser's URLs, and in MSN's sole discretion may remove any URLs at any time that fail to comply with the above requirements.
9. **COMMITMENT; PAYMENT CONDITIONS.** By submitting an Order to MSN, Advertiser and Agency agree to be jointly and severally liable for the cost of such Order. Advertiser and/or Agency will pay MSN the Total Fee due hereunder in payments allocated over the number of months the advertisement is to run. Each payment is due by each monthly anniversary of the date on which the first impression is delivered. Payments must be made in lawful money of USD. Microsoft may assess a finance charge of 1.5 percent per month or the legal maximum, whichever is less, on all invoices that remain outstanding over 30 days, calculated from the date payment was due until the date payment is received by Microsoft. In addition to all other available rights and remedies, MSN may cancel and remove any Advertisement which is not paid for on a timely basis.
10. **NO REPRESENTATIONS OR WARRANTIES; NO DAMAGES. ALL SERVICES PROVIDED TO ADVERTISER AND/OR AGENCY THAT ARE SUBJECT TO THESE CONDITIONS ARE PROVIDED BY MSN WITHOUT WARRANTIES OF ANY NATURE, AND MSN AND ITS AFFILIATES DISCLAIM ALL WARRANTIES, EXPRESS OR IMPLIED. IN NO EVENT SHALL MSN OR ANY OF ITS AFFILIATES BE LIABLE FOR ANY CONSEQUENTIAL, INDIRECT, INCIDENTAL, OR SPECIAL DAMAGES, INCLUDING WITHOUT LIMITATION, DAMAGES FOR LOSS OF PROFITS, BUSINESS INTERRUPTION, LOSS OF OR UNAUTHORIZED ACCESS TO INFORMATION, AND THE LIKE, EVEN IF MSN OR ANY AFFILIATE HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES. IN NO EVENT SHALL MSN OR ANY OF ITS AFFILIATES BE LIABLE TO ADVERTISER AND/OR AGENCY FOR AN AMOUNT IN EXCESS OF THE TOTAL DOLLAR AMOUNT ACTUALLY RECEIVED FROM ADVERTISER AND/OR AGENCY BY MSN FOR THE ADVERTISEMENT(S).**
11. **NO USE OF MSN OR MICROSOFT NAME:** In consideration of MSN's review for acceptance of any Advertisement for publication, Advertiser and Agency each agree to make no promotional or merchandising reference to Microsoft, MSN or any affiliate in any way except with the express written permission of the applicable party.
12. **REGIONAL BULK DISCOUNT:** Only applicable for buys across 3 or more markets. Please call your local media representative for Regional Bulk Discount rates.
13. **GENERAL PROVISIONS:** These Conditions are governed by the laws of the State of Washington, USA. Advertiser and Agency consent to the exclusive jurisdiction and venue of courts in King County, Washington for all disputes arising out of or relating to the subject matter hereof. The prevailing party in any dispute concerning the subject matter hereof shall be entitled to recover its reasonable attorneys' fees and costs. No joint venture, partnership, employment, or agency relationship is created between Advertiser and/or Agency and MSN by this Agreement. MSN shall not be deemed to have waived or modified any of these Conditions except by a writing signed by its duly authorized representative. Neither Advertiser nor Agency may assign its rights hereunder to any third party without the prior written consent of MSN. In the event that any provision of these Conditions is found invalid or unenforceable pursuant to judicial decree or decision, the remaining provisions shall remain valid and enforceable, and the unenforceable provisions shall be deemed modified to the extent necessary to make them enforceable. MSN may send electronic mail to Advertiser and/or Agency for any notices or notifications. All notices to MSN relating to any legal claims or matters must be made in writing to Microsoft Corporation (MSN), attn. Law & Corporate Affairs, One Microsoft Way, Redmond, WA 98033-6399.