



	Spots	Duration	Cost (USD)	OTS (Guaranteed)
<b>HOMEPAGE</b>				
Showcase Ad	3	1 week	\$3,625	1,000,000
Showcase Ad - Video (30 sec)**	3	1 week	\$4,250	900,000
Over the Page* (OTP)	1	1 day	\$5,000	600,000

- \* - Over the Page includes a "leave behind" on the Showcase Ad for the duration of the campaign.
- Frequency Cap: 1 advertiser per-day, per-week 1 view/user per day.
- Duration of animation: 6-sec (maximum).
- For 10-sec animation, 30% fee apply on top of the rate card rate.
- For 20-sec animation, 70% fee apply on top of the rate card rate.

\*\* - Showcase Ad - Video is a permanent showcase banner ad with embedded video.

<b>CHANNEL</b>				
Showcase Ad or Horizontal Strip Ad - Top of Page *	1	1 week	\$3,000	TBC

\* MSN News, MSN Mobile, MSN Money, MSN Technology, MSN House & Home, MSN Game Zone, MSN Sport, MSN In Concert, MSN Entertainment, MSN Women & MSN Travel

<b>PORTAL PACKAGE</b>				
Portal Package *	3	1 week	\$4,200	3,500,000

\* Portal Pack consists of: Homepage Showcase Ad, Homepage Text Link Ad and Content Channels\*\*

\*\* MSN News, MSN Mobile, MSN Money, MSN Technology, MSN House & Home, MSN Game Zone, MSN Sport, MSN In Concert, MSN Entertainment,

\*\* MSN Women & MSN Travel

<b>HOTMAIL</b>				
Showcase Ad**	CPM	CPM	\$8	N/A
Showcase Ad (Roadblock)	1	1 day	\$3,750	350,000
Over the Page*** (OTP with Showcase Roadblock)	1	1 day	\$4,500	350,000
Horizontal Strip Ad - Top of Page**	CPM	CPM	\$4	N/A
Hotspot Ad - Left of Page	1	1 week	\$3,000	2,100,000

<b>HOTMAIL PACKAGE</b>				
Hotmail Package *	6	2 weeks	\$4,375	5,000,000

\* Hotmail Pack consists of:

Hotmail Homepage - showcase, Horizontal Strip - top of Page and Sent mail - showcase \*\*

\*\* Hotmail Showcase and Horizontal banners can be set to target Age and Gender. Loading applies as below:

- A 20% loading fee is applicable per-targeting on top of the ratecard rate.
- MSN reserves the right to extend campaigns to ensure adequate delivery of impressions.

\*\*\* - Over the Page includes a "leave behind" on the Showcase Ad for the duration of the campaign.

- Frequency Cap: 1 advertiser per-day, per-week 1 view/user per day.
- Duration of animation: 6-sec (maximum).
- For 10-sec animation, 30% fee apply on top of the rate card rate.
- For 20-sec animation, 70% fee apply on top of the rate card rate.

( Placement with Window Live Hotmail; please inquire about ad placement and ad size)

<b>MESSENGER</b>				
Messenger Pack*	1 of 8	1 week	\$7,250	5,500,000
Messenger Pack* + Expandable Half Banner (w/o Video)	1 of 8	1 week	\$8,350	5,500,000
Messenger Pack* + Expandable Half Banner (with Video)	1 of 8	1 week	\$9,350	5,500,000
Messenger Tab	1 of 5	3 months	\$33,350	N/A
Messenger Themepack	Consist of Customized Background, Display Emoticons and Winks ( Please inquire )			

Maximum discount of 15% agency discount allowed for Messenger Pack

<b>LIVE SPACES PACKAGE</b>				
Live Spaces Pack*	2	2 week	\$3,900	4,000,000

\* Live Spaces Pack consists of: Homepage - Top of Page, Homepage - Showcase Ad, and Personal Spaces - Top of Page \*\*

\*\* Live Spaces Homepage-Top of Page, Homepage-Showcase Ad, and Personal Spaces-Top of Page can be set to target Age and Gender.

- A 20% loading fee is applicable per-targeting on top of the ratecard rate.
- MSN reserves the right to extend campaigns to ensure adequate delivery of impressions.

**Note:**

a) A Rich Media technology fee of \$2.20 (CPM) will be applicable to the following ad units on Portal, Hotmail Messenger and Live Spaces:

- Video, Expandable and Expandable Video
- Call to check inventory for Rich Media in Channels.



\* This rate card is effective May 1st, 2006 and is only valid for 6 months. All advertising rates are subject to change without prior notice.

For more information, please contact our sales department; T: 662 636 0730 - F: 662 234 6355 - E-mail: sales@impaqads.com



**EMAIL MARKETING**

<u>SIGN-UPS</u>	<u>Cost (USD)</u>
1 - 50,000	\$3,000
50,001 - 100,000	\$3,500
100,001 - 200,000	\$4,500
200,001 - 300,000	\$5,000
Above 300,000	\$5,500

<b>Categories</b>	<b>Sign-ups</b>	<b>Categories</b>	<b>Sign-ups</b>
Jewelry	79,108	Baby Care	101,472
Kids Babies Maternity	78,160	Beauty & Fragrance	129,226
Mens	96,246	Health and Wellness	118,585
Womens	118,516	Kitchen and Gourmet	101,547
Computer/IT Training	117,223	Pets	101,764
Foreign Language	136,609	Autos	73,736
Graduate/Undergraduate/Masters	92,223	Bargain Center	54,146
Computer Hardware	124,325	Coupons	57,909
Computer Software	133,253	Flowers	94,136
Home Digital Zone	85,027	Gifts	97,822
Home Theater TVs and stereos	105,115	Local Shopping	61,475
Portable Cellphones PDAs Phones	98,186	Property Real Estate	58,369
Video Games	137,749	Telecommunications	67,380
Books and Magazines	186,994	Home Office	86,222
Music and Videos	288,108	Insurance and Financial Services	71,318
Sports and Outdoors	175,024	Investing and Personal Finance	75,693
Travel	190,406	Small & Medium Business	82,212
TV & Movies	254,677		

**Terms & Conditions**

- Gender & Age Targeting available per category; please inquire.
- Featured Offers are sent out on specific days of the week; please contact us for exact days.
- Frequency Cap: 2 Featured Offers per category per week.
- Each campaign must target the total numbers of sign-ups. No partial buy allowed.
- Number of sign-ups as of July 2007.
- Number of sign-ups vary month to month. Contact us for exact figures.

**MSN BULK DISCOUNT**

<b>Total Value of Contract</b>	<b>Discount</b>
\$3,000	Minimum Buy
\$5,000 - \$10,000	5%
\$10,001 - \$20,000	10%
\$20,001 - \$50,000	20%
\$50,001 - \$100,000	25%
Above \$100,000	Special Request

Maximum discount of 15% agency discount allowed for Messenger Pack



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**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.



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