



RATE CARD Ghana 2009/2010

ABOUT MSN

The MSN® network of Internet services attracts more than 300 million unique users worldwide every month. Available in 34 markets and 18 languages, MSN is a world leader in delivering Web services to consumers and online advertising solutions to marketing clients. In Ghana, MSN is one of the top three online email services generating over 8 million targetable page impressions a month.

WINDOWS LIVE MESSENGER IN GHANA

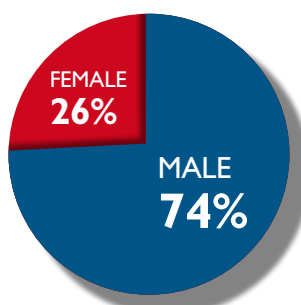
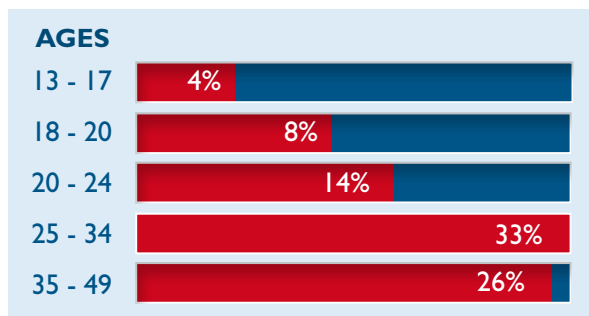
MSN® Messenger is a world-leading free and easy-to-use consumer instant messaging (IM) service that allows people to connect with others in real time, expressing themselves in a rich, convenient and fun way. MSN Messenger is available in 26 languages and is used in nearly every country in the world by more than 180 million active accounts each month.

MSN Messenger customers can not only enjoy instant messaging, they can also initiate rich audio and video conversations, play games, and easily exchange pictures with others. Also, MSN Video Conversation enables people to see and talk to each other over the Internet, and the personalization features such as Dynamic Display Pictures offer people creative ways to build their own digital personality and join friends around the block or world in a virtual playground. MSN Messenger also features tight integration with other MSN communication services including MSN Hotmail® and MSN Spaces, further allowing people to personalize their online world.

WINDOWS LIVE HOTMAIL IN GHANA

MSN® Hotmail®, the world's most popular free Web-based e-mail service, provides people with free e-mail accounts that they can access from any PC with Internet access or a Web-enabled device. MSN Hotmail includes extensive life-management tools that help consumers stay connected with the people and information most important to them, including calendar and calendar-sharing capability, an online contact list, and photo-sharing and editing tools. Users also enjoy 5 GB of free inbox storage and can send photos and files with attachments to their friends. Since launching in 1996, MSN Hotmail active accounts have grown to more than 200 million worldwide. There are currently 450,000 hotmail users from Ghana.

HOTMAIL AND MESSENGER TARGETING



PRICING TABLE WINDOWS LIVE HOTMAIL AND MESSENGER IN GHANA

PRICING					RICH MEDIA CAPABILITIES			
SECTION	AD PLACEMENT	SIZE	CPM RATE USD		EXPANDABLE BANNER	STREAMING VIDEO	EXPANDABLE STREAMING VIDEO	HTML INTERACTIVE (FORM BANNERS)
	Super/Banner	728 x 90	25KB					
HOTMAIL	Skyscaper	300 x 250	25KB	\$20	yes	yes	yes	yes
	Today	300 x 250	25KB	\$22	yes	yes	yes	yes
	Sent	300 x 250	25KB	\$22	yes	yes	yes	yes
MESSENGER	Textlink	65 Characters		\$18	no	no	no	no
	Main Window	234 x 60	15KB	\$22	yes	yes	yes	yes
	MSN Today	180 x 150	25KB	\$22	yes	yes	yes	no

A **“Road block”** is a selling opportunity available to MSN clients that enables one to block all requested MSN advertising areas for a requested period of time. Road Blocks can vary in both timing and placements depending on the objectives. This form of advertising is advisable when ones aims are to generate a lot of traffic in a short period of time.



About Habari Media

Habari Group is a South African based marketing agency that works with the Global Brands MSN and BBC.com to deliver solutions across various platforms from internet advertising to below-the-bottom-line promotions. In Ghana, Habari Media is represented by WestPoint Consulting.

About WestPoint Consulting

WestPoint Consulting Limited is a Sales, Marketing and Media Company established in Ghana to enhance the overall marketing effectiveness of clients by helping them build competitive advantage in the market place through “best practice” implementation. The “total sales and marketing” offering delivers solutions that range from advertising and consulting on both traditional and new media platforms, to below-the-line advertising which is managed through our BTL division, TopDog Communications.

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