

RATE CARD

msn® South Africa

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.

As the second largest Web portal in South Africa according to Nielsen, MSN.co.za attracts both a large mainstream audience and several targeted niche audiences.

Being the exclusive representative for MSN across Africa, Habari Media is focused on delivering the best possible on-line solutions to our customers. We offer a wide variety of areas to target your audience, which include the MSN.co.za homepage, Windows live Hotmail and Windows Live Messenger.

MSN.CO.ZA HOMEPAGE AND SECTIONS

The new MSN.co.za homepage delivers faster, more personal and relevant content in an integrated online experience. We get an average of 900 000 South African unique users every month. Currently MSN features the following sections on the MSN.co.za homepage: Business, Careers, Dating and Personals, Entertainment, Health and Diet, MSN Concerts, Property, Shopping, Technology, Travel and Weather; with Home and Living, Movies, Sport and News being launched in 2008.

WINDOWS LIVE HOTMAIL

Windows live Hotmail®, the largest South African 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. Since its launch in 1996, MSN Hotmail active accounts have grown to more than 200 million worldwide, with an estimated 850 000 users in South Africa.

Pricing

Rich Media capabilities

| Section | Ad placement | Size | Rate CPM ZAR | Rate CPM USD | Expandable banner | Streaming video | Expandable streaming video | HTML Interactive (form Banners) |
|-----------|--------------|-----------------|--------------|--------------|-------------------|-----------------|----------------------------|---------------------------------|
| HOMEPAGE | Ad Box | 300x250 (25KB) | R350 | \$46 | yes | yes | yes | yes |
| | Text Link | 35 Characters | R200 | \$27 | no | no | no | no |
| SECTIONS | Ad Box | 300x250 (25KB) | R350 | \$46 | yes | yes | yes | yes |
| | Super Banner | 728x90 (25 KB) | R350 | \$46 | yes | yes | yes | yes |
| SHARING | Ad Box | 300x250 (25KB) | R250 | \$32 | yes | yes | yes | yes |
| | Super Banner | 728x90 (25 KB) | R200 | \$27 | yes | yes | yes | yes |
| | Skyscraper | 160 x 600 | R200 | \$27 | yes | yes | yes | yes |
| HOTMAIL | Super Banner | 728x90 (25 KB) | R180 | \$23 | yes | yes | yes | yes |
| | Today | 300x250 (25KB) | R300 | \$35 | yes | yes | yes | yes |
| | Sent | 300x250 (25KB) | R300 | \$35 | yes | yes | yes | yes |
| MESSENGER | Textlink | 65 Characters | R180 | \$23 | no | no | no | no |
| | MSN Today | 180x150 (25 KB) | R150 | \$19 | yes | yes | yes | yes |
| | Main Window | 234x60 (15 KB) | R210 | \$29 | yes | yes | yes | no |

Minimum campaign spend – R10,000

WINDOWS LIVE MESSENGER

Windows Live 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. With an active user base of 300 000, Windows Live Messenger offers a unique form of on-line advertising to a large targeted audience.

SPECIAL FEATURES

Want to target an African country or an international audience?

With 95,000 Windows Live Hotmail users on Nigeria alone, Habari Media offers the opportunity to target countries in Africa and though Habari Media's direct association with MSN International, campaigns can be run for our local clients across the North and South American, European, Asian and Australasian MSN sites.

Road blocks

A road block is a unique opportunity available to MSN clients that enabling them to block all requested MSN advertising areas for a requested period of time. Road Blocks can vary by both timing and placements depending on the objectives of the campaign. This form of advertising is advisable when the aim is to generate a lot of traffic in a short period of time and is perfect for campaign or product launches.

Messenger tab

With Windows Live Messenger servicing 56% of the South African Market's messenger needs, the messenger tab placement allows an advertiser to be seen by messenger users at all times during their session. Positioned next to the contact list, the tab facilitates a connection to a mini version of the advertising partner's site within the Windows Live Messenger framework.

Rich media

MSN is dedicated to facilitating all the rich media requirements of their advertising partners. All MSN image holding placements can serve expanding banners, streaming video, expanding streaming video and HTML interactive banners. Through an international agreement with MSN, Eyeblaster is available to serve any rich advertising free of charge to the client.

Homepage peelback

Also perfect for campaign or product launches, the homepage peelback allows an advertiser to "hijack" the MSN homepage for a 24 hour period. This media opportunity is high-impact and generates significant traffic expediently.

Sponsorships

MSN offers the opportunity to advertisers to sponsor the MSN Concerts page. Visited by 10,000 unique users a month, this section boasts access to the most recent bios, live concerts and pictures about one's favourite Musicians.

ABOUT HABARI MEDIA

Habari Media is a local Marketing Agency founded in 2004 comprising two principal business units: Media and Promotions. Habari Media is our online media sales arm that has developed a portfolio with the largest online reach in Africa. Our second unit, Habari Direct, is a below-the-line agency with a completely unique offering in the African market. Habari Direct boasts unrivaled sales promotion case studies, creative flair and record results. Habari focuses its effort on providing service to clients across the entire African continent with a company policy that emphasises meeting and exceeding customer expectation.