



KidCity

Official Rate-Card October 2006

House	Site	Description	Buying Method	Pricing	Audience estimation / month	
					Net Contacts	Gross Contacts
Media	KidCity HP	- Your tailor made house on KidCity - One Year presence with monthly update - Content of the House Special Brand Characters Games* Applications Info & Quiz, Contests Your TV commercials	Min. 1 Year Presence Fixed Price	6.250 € / month	25.000 average per House and per month No promotion included	300.000 average per House and per month No promotion included
Development*			Fixed Price	2.250 € / month		
TOTAL				8.500 € / month		

* Development cost is an estimation. Please ask for a detailed offer based on your specific requests.

Punctual Action	Site	Description	Buying Method	Pricing	Audience estimation / month	
					Net Contacts	Gross Contacts
Media	KidCity Plaza or Existing House or TopTopical	- Integration of your commercial action within an existing and natural environment (i.e. Nike in the Gym) - Info, links, videos... - Possible to develop dedicated applications, games, polls et...*	Min. 1 month	6.500 € / month	20.000 estimation per action promotion included	200.000 estimation per action promotion included
Development*			Fix	3.500 € / month		
TOTAL				10.000 € / month		

* Development cost is an estimation. Please ask for a detailed offer based on your specific requests.

Sectorial Action	Site	Description	Buying Method	Pricing	Audience estimation / month	
					Net Contacts	Gross Contacts
Media	KidCity Theater or KidCity Casino or KidCity Library or KidCity Disco or KidCity Toys	- Sectorial Advertisers : Movie, Games, Music, Books - Intergration within existing House - No Product Exclusivity - Limited to Info, Contest & Poll	Min. 1 month	3.500 € / month	7.500 estimation per action promotion included	75.000 estimation per action promotion included
Development			Fix	0 € / month		
TOTAL				3.500 € / month		

Video Box	Site	Format	Buying Method	Pricing	Audience estimation / week	
					Net Contacts	Gross Contacts
Media	Kidcity ROS	- Videobox - we hereby refer to our technical specifications for the material delivery	cap 4	32,50 € CPM	50.000	200.000
Development		- Infopage	Fix	1.000		
TOTAL				7.500 € / week		

For any Commercial offer, please contact your Account Manager at Skynet who will provide you the Taylor made proposition you are expecting !