



Search Engine Advertising (Google AdWords)

Official Rate-Card October 2006

| Packages | | | | | | |
|-----------------------|---------|-----------|--------|-----------------|-----------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Sector | Starter | Confirmed | Expert | Price Per click | Potential | Comments |
| Automotive | 10.000 | 25.000 | 50.000 | 0,50 € | max. 2 | <ul style="list-style-type: none"> - Cost-per-click is dependant of the advertisers competition (bidding system) in each sector. - Volume is dependant of each sector's demand (surfers' requests). - Guarantee that your ads appear on the 1st page results. Appearing in 1st position might require a higher cost-per-click. - Potential deliverable clicks are based on a sector average. Real deliverability varies from a sub-sector to an other, is influenced by the brand awareness and also depends on the promoted products and message(s). - Undelivered clicks within the period will be reimbursed at the end of the campaign or campaign can be prolonged with extra campaign management fees. - Please allow 2 à 3 weeks for campaign launch after order confirmation. - Each campaign is subject to acceptance. - Contextual targeting is NOT activated by default |
| Consumer Goods | 10.000 | 25.000 | 50.000 | 0,50 € | max. 1 | |
| Entertainment & Media | 10.000 | 25.000 | 50.000 | 0,60 € | max. 1 | |
| Financial Services | 10.000 | 25.000 | 50.000 | 1,00 € | max. 1 | |
| Government/Non-Profit | 10.000 | 25.000 | 50.000 | 0,50 € | max. 1 | |
| Retail | 10.000 | 25.000 | 50.000 | 0,50 € | max. 3 | |
| Real Estate | 10.000 | 25.000 | 50.000 | 0,50 € | max. 1 | |
| Technology | 10.000 | 25.000 | 50.000 | 0,75 € | max. 1 | |
| Telecommunications | 10.000 | 25.000 | 50.000 | 0,60 € | max. 1 | |
| Travel/Hospitality | 10.000 | 25.000 | 50.000 | 0,75 € | max. 1 | |
| Services | 10.000 | 25.000 | 50.000 | 0,75 € | max. 1 | |
| Recruitment | 10.000 | 25.000 | 50.000 | 0,50 € | max. 2 | |
| Other | 10.000 | 25.000 | 50.000 | 0,75 € | max. 1 | |

Sales Conditions

| | Volume Discount * | Delivery Period |
|-----------|-------------------|-----------------|
| Starter | 5% | 1 à 3 months |
| Confirmed | 10% | 3 à 6 months |
| Expert | 15% | 6 à 12 months |

* only applicable on Media, not applicable on Campaign Management

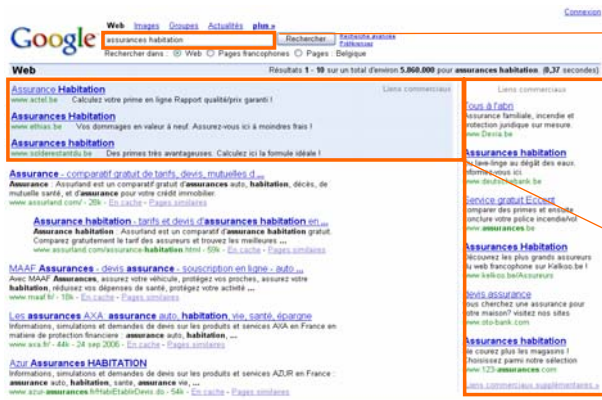
| | Campaign Set-Up |
|-----------|-----------------|
| Starter | 1.400,00 € |
| Confirmed | 1.400,00 € |
| Expert | 1.400,00 € |

* Campaign Set-Up includes : keyword audit, Creative copywriting, free tracking and upload/configuration

| | |
|---------------|-----------------------------------------------|
| Keyword audit | Selection of min. 1.000 keywords per language |
| Copywriting | min. 3 creatives (ad texts) - Max. NL/FR |

For an in-depth consultancy of your needs, please contact your account manager at Skynet and/or Extenseo (sales@extenseo.be)

Example



- Your Keywords**
- verzekering
 - verzekeringen
 - autoverzekering
 - autoverzekeringen
 - hospitalisatieverzekering
 - brandverzekering
 - woonverzekering
 - schuldsaldoverzekering
 - levensverzekering
 - verzekeren
 - motorverzekering
 - familiale verzekering
 - etc.

Google AdWords Results **Your Ad HERE**

- assurance
- assurances
- assurance auto
- assurances auto
- assurance hospitalisation
- assurance incendie
- assurance habitation
- assurance solde restant dû
- assurance vie
- assureur
- assurance moto
- assurance familiale
- etc.