



## Special & Editorial Buys

Official Rate-Card October 2006

Multi-Format	Site	Site Section	Formats	Buying Method	Pricing	Audience estimation	
						Net Contacts	Gross Contacts
	Skynet	Home-Page Roadblock	Leaderboard Skyscraper IMU	100% SOV/day	15.000 €/ day	150.000	600.000
	11online	ROS	Leaderboard IMU	50% SOV/7 days	3.150 €/ 7 days	15.000	100.000
	Arena51	ROS	Leaderboard Skyscraper	50% SOV/7 days	7.875 €/ 7 days	76.500	1.000.000
	Red/Coolbox	ROS	Leaderboard Skyscraper	25% SOV/7 days	20.500 €/ 7 days	235.000	13.125.000
	Automagazine	ROS	Leaderboard Skyscraper	50% SOV/7 days	9.250 €/ 7 days	40.000	735.000
	Immoweb	ROS	Leaderboard Skyscraper	25% SOV/7 days	15.850 €/ 7 days	215.000	6.250.000

Pre-Roll Video Ad	Site	Site Section	Formats	Buying Method	Pricing	Audience estimation	
						Net Contacts	Gross Contacts
	Skynet	News	max. Lenght 20 sec.	CPM	coming soon	n.a.	n.a.
	11online	ROS	max. Lenght 20 sec.	CPM	coming soon	n.a.	n.a.
	Arena51	ROS	max. Lenght 20 sec.	CPM	coming soon	n.a.	n.a.

Editorial Buys	Site	Site Section	Formats	Buying Method	Pricing	Audience estimation	
						Net Contacts	Gross Contacts
	Skynet	HP	Picto link	100% SOV / 7 days	4.850,00 €	436.000	4.200.000
		ROS	Text link	100% SOV / 7 days	8.050,00 €	850.000	14.000.000
		Selected Channel	Advertorial	min. 1 month	1.500,00 €	< 50.000	n.a.
		Selected Channel	Advertorial	min. 1 month	2.500,00 €	> 50.000	n.a.
	Arena51	HP	Game week	100% SOV / 7 days	1.500,00 €	25.000	n.a.
		HP	Game week + skinning	100% SOV / 7 days	2.000,00 €	25.000	n.a.
	11online	HP	Advertorial	min. 1 month	2.500,00 €	43.000	n.a.
	Automagazine	HP	Advertorial (No Car Constructor)	min. 1 month	3.500,00 €	75.000	n.a.