

ENGLISHKYKIWI ADVERTISING RATE CARD

■ PHONE: 0064-9-309-6868

■ FAX: 0064-9-309-4288

■ EMAIL: ads@skykiwi.com

■ POST ADDRESS: PO Box 5699, Wellesley Street, Auckland CBD

■ OFFICE ADDRESS: L9, 175 Queen Street, Auckland CBD

Position	Advertising Space	Size	Share of Voice	Specification	Maximum File Size	Price (NZD)	Remarks Section
Homepage	Eyeblander	950x150 pixels	100%	Static Picture	70K	\$2,200 / week+GST	★Only display 12 seconds
	Banner	700x60 pixels	50%	GIF/Flash	70K	\$1,500 / week+GST	
	Top Button	180x80 pixels	100%	Static Picture	30K	\$600 / week+GST	
	Rectangle	180x150 pixels	100%	GIF/Flash	50K	\$1,000 / week+GST	
	Static Banner	380x35 pixels	100%	Static Picture	30K	\$600 / week+GST	
	Button	180x60 pixels	100%	GIF/Flash	50K	\$600 / week+GST	
	Bi-Skyscraper	120x300 pixels	100%	GIF/Flash	50K	\$1,600 / week+GST	
	Bi-Floating Icon	120x120 pixels	100%	GIF/Flash	40K	\$1,000 / week+GST	
	Leader Board(2nd Screen)	950x90 pixels	50%	GIF/Flash	70K	\$800 / week+GST	
	Leader Board(3rd Screen)	950x90 pixels	50%	GIF/Flash	70K	\$400 / week+GST	
	News Slides Show	380x228 pixels	N/A	News Slides+Article	30K	\$1,300 / 2 days+GST	not include editorial fee
	Editorial Advertising(Highlighted)	Title 20 Chinese Characters	N/A	News Listing+Article	N/A	\$1,000 / 3 days+GST	not include editorial fee
	Editorial Advertising	Title 20 Chinese Characters	N/A	News Listing+Article	N/A	\$800 / 3 days+GST	not include editorial fee
	Special Column	130x78 pixels	N/A	Static Picture+Text	N/A	\$3,000 / month+GST	
	Shopping Guide Image	278x330 pixels	N/A	Static Picture+Text	N/A	\$600 / 3 days+GST	not include article page
Text Link	N/A	N/A	Text	N/A	\$200 / week+GST		
★Interview and writing work(4 hours) for Editorial advertising charge \$300+GST on top of the advertising fee. If actual working hour exceeds 4-hours,charge will be \$80/hour+GST.							
News Article Page	Static Top Leader Board	950x90 pixels	50%	Static Picture	70K	\$1,500 / week+GST	
	Banner	700x60 pixels	50%	GIF/Flash	70K	\$1,000 / week+GST	
	Rectangle A(1st Screen)	300x250 pixels	33%	GIF/Flash	50K	\$800 / week+GST	
	Rectangle B(1st Screen)	300x250 pixels	50%	GIF/Flash	50K	\$800 / week+GST	
	Rectangle(2nd Screen)	300x250 pixels	33%	GIF/Flash	30K	\$600 / week+GST	
	1st Bottom Banner	600x60 pixels	50%	GIF/Flash	50K	\$400 / week+GST	
	2nd Bottom Banner	600x60 pixels	50%	GIF/Flash	50K	\$300 / week+GST	
Channels Page	Banner(display on 4 channels homepage)	700x60 pixels	10%	GIF/Flash	50K	\$1,500 / 26 weeks+GST	
	Button(display on 4 channels homepage)	180x60 pixels	100%	GIF/Flash	20K	\$200 / week+GST	
	News Channel Banner(2nd Screen)	700x60 pixels	100%	GIF/Flash	40K	\$200 / week+GST	
	News Channel Leader Board(3rd Screen)	950x90 pixels	100%	GIF/Flash	40K	\$200 / week+GST	
	Immigration Channel Special Column	380x165 pixels	N/A	GIF/Flash	N/A	\$200 / week+GST	

ENGLISH SKYKIWI ADVERTISING RATE CARD

Position	Advertising Space	Size	Share of Voice	Specification	Maximum File Size	Price (NZD)	Remarks Section
Property Channel Homepage	Channel Homepage Big Banner	700x60 pixels	50%	GIF/Flash	70K	\$500 / week+GST	
	Channel Homepage Slide Show	380x228 pixels	100%	Static Picture	40K	\$300 / 3days+GST	
	Hot Listing	N/A	100%	Static Picture+Text	N/A	\$200 / week+GST	
	Channel Homepage Banner	380x35 pixels	100%	Static Picture	50K	\$200 / week+GST	
	News Article(Editorial)	N/A	100%	Text	N/A	\$200 / 3days+GST	
	Special Editorial	N/A	100%	Static Picture+Text	N/A	\$300 / week+GST	
	Industry Elite	N/A	100%	Static Picture+Text	N/A	\$1,000/week+GST	
	Open Home	N/A	100%	Static Picture+Text	N/A	\$100 / week+GST	
	Sales Person List	N/A	100%	Static Picture+Text	N/A	\$2,000/6months+GST	
	Channel Homepage Leader Board(3rd Screen)	950x90 pixels	50%	GIF/Flash	70K	\$200 / week+GST	
	Service List	N/A	100%	Static Picture+Text	N/A	\$1,000/3months+GST	
	Channel Homepage Leader Board(4th Screen)	950x90 pixels	50%	GIF/Flash	70K	\$100 / week+GST	
Go Channel Homepage	Shopping Guide Channel Slide Show	966x180 pixels	33%	Static Picture	70K	\$500 / week+GST	
	Editorial Advertising	300x400 pixels	100%	Static Picture	50K	\$300 / week+GST	Homepage float,Highlight
	Weibo.com Promotion	140 chinese characters	100%	Static Picture+Text	N/A	\$100 / time+GST	
	Article Page Rectangle(1st Screen)	270x225 pixels	100%	GIF/Flash	50K	\$300 / week+GST	
	Article Page Rectangle(2nd Screen)	270x225 pixels	100%	GIF/Flash	50K	\$200 / week+GST	
★ Interview and writing work(4 hours) for Editorial advertising charge \$300+GST on top of the advertising fee. If actual working hour exceeds 4-hours,charge will be \$80/hour+GST							
Skykiwi Wechat Platform	Top-A Article	N/A	N/A	Static Picture+Text	2000 Chinese Characters	\$3,000 / time+GST	
	Non-top A Article	N/A	N/A	Static Picture+Text	2000 Chinese Characters	\$900 / time+GST	not include editorial fee
	Top Banner of Top-A Article	900x200 pixels	100%	Static Picture	70K	\$300 / time+GST	
	Bottom Banner of Top-A Article	900x600 pixels	100%	Static Picture	70K	\$300 / time+GST	
	Top Banner of Non-top A Article	900x200 pixels	100%	Static Picture	70K	\$200 / time+GST	
	Bottom Banner of Non-top A Article	900x600 pixels	100%	Static Picture	70K	\$200 / time+GST	
1. All the advertising above does not provide external link 2. Interview and writing work(4 hours) for Editorial advertising charge \$300+GST on top of the advertising fee. If actual working hour exceeds 4-hours,charge will be \$80/hour+GST.							
Shopping Channel /Property Wechat Platform	Shopping Channel Top-A Article	N/A	N/A	Static Picture+Text	2000 Chinese Characters	\$700 / time+GST	not include editorial fee
	Shopping Channel Non-top A Article	N/A	N/A	Static Picture+Text	2000 Chinese Characters	\$400 / time+GST	not include editorial fee
	Top Banner of Shopping Channel Non-top A Article	900x200 pixels	100%	Static Picture	70K	\$100 / time+GST	
	Bottom Banner of Shopping Channel Non-top A Article (3 articles)	900x600 pixels	100%	Static Picture	70K	\$600 / week+GST	
	Property Channel Top-A Article	N/A	N/A	Static Picture+Text	2000 Chinese Characters	\$400 / time+GST	not include editorial fee
	Property Channel Non-top A Article	N/A	N/A	Static Picture+Text	2000 Chinese Characters	\$300 / time+GST	not include editorial fee
	Top Banner of Property Channel Top-A Article	1000x200 pixels	100%	Static Picture	70K	\$100 / time+GST	
	Bottom Banner of Property Channel Top-A Article	1000x1000 pixels	100%	Static Picture	70K	\$100 / time+GST	
	Top Banner of Property Channel Non-top A Article	1000x200 pixels	100%	Static Picture	70K	\$80 / time+GST	
	Bottom Banner of Property Channel Non-top A Article	1000x1000 pixels	100%	Static Picture	70K	\$80 / time+GST	

Position	Advertising Space	Size	Share of Voice	Specification	Maximum File Size	Price (NZD)	Remarks Section
Forum	Forum Homepage Slides Show	704x396 pixels	N/A	Static Picture	70K	\$800 / week+GST	
	Forum Homepage Hot Topic	N/A	N/A	Text	N/A	\$400 / week+GST	
	Forum Homepage Big Banner	728x90 pixels	50%	GIF/Flash	70K	\$800 / week+GST	
	Forum Homepage Small Banner	468x60 pixels	100%	GIF/Flash	50K	\$600 / week+GST	
	Forum Homepage Button	130x60 pixels	100%	GIF/Flash	30K	\$300 / week+GST	
	Homepage Second Screen Leader Board / Mobile	960x60 pixels	50%	Static Picture	70K	\$600 / \$500 week+GST	
	Sub-Forum Homepage Big Banner	728x90 pixels	100%	GIF/Flash	70K	\$500 / week+GST	
	Sub-Forum Homepage Small Banner	468x60 pixels	100%	GIF/Flash	70K	\$300 / week+GST	
	Forum Article Page Leader Board(The signature bar)	728x90 pixels	50%	GIF/Flash	70K	\$1,000 / week+GST	
	Forum Article Page Top Small Banner	468x60 pixels	100%	GIF/Flash	50K	\$1,000 / week+GST	
	Forum Article Page Bottom Small Banner	468x60 pixels	100%	GIF/Flash	50K	\$800 / week+GST	
	Sub-Forum Advertising Listing	Unlimited number of characters	N/A	Static Picture+Text	N/A	\$150 / week+GST	Minimum advertising cycle of ad listing is 4 weeks
	Immigration & Study in NZ Sub-Forum Advertising Listing	Unlimited number of characters	N/A	Static Picture+Text	N/A	\$180 / week+GST	
	Property Center Forum Skvscraber	120x300 pixels	33%	GIF/Flash	50K	\$1,500/3months+GST	
	Property Center Forum Slides Show Property Channel Slides Show	380x228 pixels	N/A	Static Picture+Text	50K	\$300 / 3days+GST	not include editorial fee
	Property Center Forum Text Link	14 chinese characters	100%	Text	N/A	\$50 / week+GST	
Interview and writing work(4 hours) for Editorial advertising charge \$300+GST on top of the advertising fee. If actual working hour exceeds 4-hours,charge will be \$80/hour+GST							
Skykiwi/ Shopping Channel /Property Weibo Platform	Skykiwi Weibo.com Promotion	140 chinese characters	N/A	Static Picture+Text	N/A	\$200 / time+GST	
	Shopping Channel Weibo.com Promotion	140 chinese characters	N/A	Static Picture+Text	N/A	\$100 / time+GST	
	Property Channel Weibo.com Promotion	140 chinese characters	N/A	Static Picture+Text	N/A	\$100 / time+GST	
Skykiwi Event Activity	Event Planning+Promotion+Execution	For details please contact Skykiwi events department				\$10,000+GST	

Conditions for fixed position rates

■ Effective 5th January 2015 until further notice.

■ All rates are for fixed position placement.

■ All rates exclude any productions charges (\$60 per hour).

Skykiwi Technical Specs

■ Resolution: 72dpi

■ Regular formats: GIF, JPEG, JPG, Animated GIF

■ Regular Rich Media Formats: HTML Code, Javascript Code, Flash