

RATE CARD WINTER 2011



WANT accurate data alongside cost effective and measureable results targeting an affluent demographic with no eyeball wastage??? Then look no further... **nzXsports** delivers all winter long...

Peak Season rates – **may, june, july, aug** and **sept** (shoulder season by neg)

BIG BANNERS - \$40 CPM	SUPER SKYSC's - \$30 CPM	ISLANDS - \$20 CPM	E-newsletter (31,000 subscribers)
Homepage – exclusive p.w. \$900 22,500 Impressions p.w.	Homepage – exclusive p.w. \$700	Homepage - exclusive \$500	WHATS HOT 1:- \$1000 p/email WHATS HOT 2:- \$800 p/email
Reports Homepage – exclusive \$950 24,000 Impressions p.w.	Reports Homepage -exclusive \$700	N/A	MINI TOWER:- \$750 p/email
all 26 webcam pages- exclusive \$2400 60,000 Impressions p.w.	all 26 webcam pages- exclusive \$1800	all webcam pages- exclusive \$1200	TEXT INCLUSION:- \$200 p/email
all forecast pages - exclusive \$950 24,000 Impressions p.w.	all forecast pages- exclusive \$700	N/A	
Run-Of-Site SOV By Negotiation 70,000 Impressions p.w.	Run-of-site SOV By Negotiation 70,000 Impressions p.w.	N/A	SOLUS EMAILS:- \$3000 p/email (23,000 subscribers)

1. Rates are for week long fixed placements (Monday to Sunday) unless otherwise stated.
2. Rates are exclusive of GST and production charges and are commission bearing.
3. Exclusivity and rates for non-standard ads are by negotiation only.
4. Full ad specs, media kits and info are available for download here - <http://snow.co.nz/advertise/>
5. Impression numbers are averages per week and are based on 2010 winter Nielsen/Net Ratings Market Intelligence

- **Buttons** - \$500 per month and then \$250 per month afterwards (estimates impressions per month – 100,000)
- **Travel Listings** – Free when spending over \$3000 on display ads, otherwise \$1000 per year.
- **Webcam banners** - \$1000 per week.
- **Gear Listings** - Free when spending over \$2000 on display ads, otherwise \$500 per year.
- **Accommodation Listings** - \$250 per year
- **Retail, Rental and Training Listings** - \$200 per year
- **Activities Listings**- \$100 per year

If the options above don't make sense – don't stress. Give us a call or drop an email and we'll be happy to explain things further.

SPONSORSHIPS are available and include *mobi, webcams, e-newsletters, snow reports, photo gallery, SnowTV* and more...

RICH MEDIA options are available, including: page takeovers, expanding banners, eyeblasters and video ads. Surcharges apply.