

GOLD FIRST CLASS PACKAGE - 60% SOV

Would you like to try everything ? Then take the First Class package!

Site	Section	Format	Start	End	Planned	List CPM	Client CPM	Value	Client rate	
airlineratings.com	ROS	Gutters (L+R)	1/08/2013	1/09/2013	180,000	\$120.00	\$48.00	\$21,600	\$8,640	
airlineratings.com	ROS	Medium Rectangle	1/08/2013	1/09/2013	90,000	\$80.00	\$32.00	\$7,200	\$2,880	
airlineratings.com	ROS	Leaderboard North	1/08/2013	1/09/2013	90,000	\$40.00	\$16.00	\$3,600	\$1,440	
airlineratings.com	ROS	Medium Rectangle 2	1/08/2013	1/09/2013	90,000	\$40.00	\$16.00	\$3,600	\$1,440	
Totals								450,000	\$36,000	\$14,400

Summary

Added value	\$21,600
Impressions	450,000
Campaign Discount	60%



SILVER BUSINESS CLASS PACKAGE - 50% SOV

Would you like a taste of everything but not the whole lot? Then our Business Class package is for you!

Site	Section	Format	Start	End	Planned	List CPM	Client CPM	Value	Client rate	
airlineratings.com	ROS	Gutters (L+R)	1/08/2013	1/09/2013	110,000	\$120.00	\$60.00	\$13,200	\$6,600	
airlineratings.com	ROS	Medium Rectangle	1/08/2013	1/09/2013	55,000	\$80.00	\$40.00	\$4,400	\$2,200	
airlineratings.com	ROS	Leaderboard North	1/08/2013	1/09/2013	55,000	\$40.00	\$20.00	\$2,200	\$1,100	
Totals								220,000	\$19,800	\$9,900

Summary

Added value	\$9,900
Impressions	220,000
Campaign Discount	50%



BRONZE ECONOMY PACKAGE - 40% SOV

Would you like to still be on board but not have all the bells and whistles? Grab the Economy pack!

Site	Section	Format	Start	End	Planned	List CPM	Client CPM	Value	Client rate	
airlineratings.com	ROS	Medium Rectangle	1/08/2013	1/09/2013	70,000	\$80.00	\$48.00	\$5,600	\$3,360	
airlineratings.com	ROS	Leaderboard North	1/08/2013	1/09/2013	70,000	\$40.00	\$24.00	\$2,800	\$1,680	
Totals								140,000	\$8,400	\$5,040

Summary

Added value	\$3,360
Impressions	140,000
Campaign Discount	40%



Notes & Conditions:

Standard creative due 4 working days prior to the campaign start date unless otherwise specified.
 Rich creative due 10 working days prior to the campaign start date unless otherwise specified.
 Campaign specs are available online at <http://au.adspecs.yahoo.com/index.php>
 All figures quoted are gross, ex GST.