

## RATES (EX GST)

Homepage buyout with skins - 100% SOV roadblock MREC, and Skins	\$2,000 per week
Run of site - Leaderboard	\$30 CPM
Run of site - MREC	\$30 CPM
Run of site - Half Page	\$40 CPM
Run of site - MREC and Leaderboard Roadblock	\$40 CPM
Targeted - Leaderboard	\$45 CPM
Targeted - MREC	\$45 CPM
Targeted - Half Page	\$50 CPM
Targeted - MREC and Leaderboard Roadblock	\$55 CPM
Monthly newsletter	\$1,200 per month
M-site	\$20 CPM

## CREATIVE SPECIFICATIONS

- Please refer to <http://www.newscorpastralia.com/ad-specs> for creative specifications.
- Ads must conform to specifications outlined. Elements not meeting specifications will be returned for revision, which may delay the launch date.
- Use of larger file sizes are permitted via approved 3rd party vendors (must be polite download)

## DEADLINES

- Standard creative must be submitted to your designated Ad Operations Campaign Manager;
  - 5 business days prior to campaign launch for all Newsletter and Rich Media executions including OTP's and skins
  - 2 business days prior to campaign launch for all standard ad units
- Delays in delivery of assets may impact campaign launch date