



RATE CARD 10/11



ABOUT THE MTV PORTAL...

MTV is the world's largest television Network and leading multimedia brand for youth. The network encompasses major brands such as MTV, VH1, Comedy Central and Nickelodeon. The MTV network of sites is a premiere destination for casual interactive entertainment. This dynamic network delivers a wide range of unique and immersive entertainment experiences, including exclusive online games, as well as personal creativity applications and interactive greetings. The network is divided into three different categories you can choose to advertise on. These are Music, Movies and Entertainment, Interactive games and Kids Online.

WHO AM I TALKING TO?

You are talking to tech savvy youths who immerse themselves in casual interactive entertainment. The MTV network of sites forms part of the browsers day to day entertainment in their leisure time. As a result they are highly interactive and will be interested in anything that will be entertaining and captivating.

Music, Movies & Entertainment

Who are the browsers?

The large majority of these browsers are between the ages of 18 and 39 with a large female skew. They are in their leisure time and are interested in the latest music videos, video clips and short form entertainment. These browsers will be engaged by eye catching creative with a very rich design.

Male 43%

Female 57%

Primary Demo: 68% 18-39

Interactive Games

Who are the browsers?

The browsers engaging in interactive games are mostly male and between the ages of 18 to 29. They are interested in the latest free video and interactive online games. These browsers are very tech savvy and will be advanced internet users.

Male 72%

Female 28%

Primary Demo: 75% 18-29

Kids Online

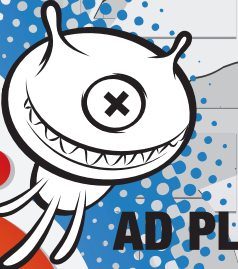
Who are the browsers?

The key target audience here is young teens with a female skew. These browsers are interested in the latest clips and cartoons in kids' entertainment. They are eager to share and communicate with their peers and enjoy a highly interactive, community based browsing experience.

Male 43%

Female 57%

Primary Demo: Teens 13-17



AD PLACEMENTS

Music, Movies & Entertainment

This encompasses sites such as MTV Base, VH1, and Comedy Central. This provides browsers with high quality short form entertainment which encompasses viral and user generated video, TV clips, music videos and creative content in the form of shared quizzes, poetry, polls and lots more.

Interactive Games

Provides browsers with a simple and easy to access directory of the most popular casual games on the web. This dynamic section within the MTV network delivers a wide range of unique and immersive entertainment experiences, including exclusive online games and puzzles, personal creativity applications, interactive greetings as well as high quality video game content without the need for subscriptions or fees.

Kids Online

This is made up of Nickelodeon and Neopets websites. This is a place specially created for kids on the internet, where they can immerse themselves in kids entertainment, express themselves and above all, play. They can engage in the Nickelodeon channel as well as a virtual world in which players can create, customise and care for virtual pets that inhabit a mythical land called Neopia.

RATE CARD 2011

PRICING TABLE

CATEGORY	PRICING				RICH MEDIA CAPABILITIES			
	Ad placement	Creative Size	Max File Size	CPM Rate	Expandable Banner	Streaming Video	Expandable Streaming Video	HTML Expandable (form Banners)
MUSIC, MOVIES & ENTERTAINMENT	Skyscraper	160 x 600	40KB	R300	yes	yes	yes	yes
	Ad Box	300 x 250	40KB	R350	yes	yes	yes	yes
	Banner	728 x 90	40KB	R350	yes	yes	yes	yes
INTERACTIVE GAMES	Skyscraper	160 x 600	40KB	R300	yes	yes	yes	yes
	Ad Box	300 x 250	40KB	R350	yes	yes	yes	yes
	Banner	728 x 90	40KB	R350	yes	yes	yes	yes
	Half Banner	324 x 60	40KB	R220	yes	yes	yes	yes
KIDS ONLINE	Skyscraper	160 x 600	40KB	R300	yes	yes	yes	yes
	Ad Box	300 x 250	40KB	R350	yes	yes	yes	yes
	Banner	728 x 90	40KB	R350	yes	yes	yes	yes

MINIMUM SPEND - R8,000

About Habari Media Habari Media is a local media and marketing agency founded in 2004. It is the online sales arm of the Habari Group and offers the largest reaching online portfolio in Africa. Other members of the Habari group include Habari Direct, Habari Answered and Big Wednesday. Habari's areas of expertise include online and mobile media sales as well as through the line advertising. It provides service to clients across the entire African continent with a company policy that emphasizes meeting and exceeding all expectations. For more information visit habarigroup.com.



contact details: ■ T: +27 21 487 9100 ■ F: +27 21 487 9111
■ E: adsales@habarigroup.com ■ W: www.habarimedia.com
postal address: P.O. Box 16258, Vlaeberg, Cape Town, 8018
physical address: 5th floor, Elkay House, 186 Loop Street, Cape Town, 8001