

ADVERTISING RATES

Rates exclude GST and current at 17 March 2008

WEB SITE	Size	Visitors per day	IMPRESSIONS			RATES		
			Per week	Per year	\$/1000	Per year	Per week	
Home page Big Banner	760 x 120	500	2500	130,000	125	32,500.00	625	
Home Page Skyscraper	160 x 600	500	2500	130,000	112	14,560.00	280	
Home Page Top Masthead panel (display all pages)	180x120	500	2505	130,260	113	14,589.12	280.56	
Premium Section Front pages (Carbon News/ Carbon News In-depth/ The Markets)	760 x 120	1000	5000	260,000	112	29,120.00	560	
Premium Section Front Skyscraper (right and left side positions available)	160 x 600	1000	5000	260,000	99	25,740.00	495	
Run of site Big Banner	760 x 120	1000	5000	260,000	44.6	12,090.00	232.5	
Run of Site Skyscraper (2 available per page)	760 x 120	1000	5000	260,000	32.5	84,50.00	162.5	

EMAIL BULLETINS			Sent per day	Per week	Per year	\$/1000	Per year	Per week
HTML Bulletin								
Big Banner Above Masthead	760 x 120		500	2500	130,000	125	32,500.00	625
Tile Advertisements	200 x 80 150 x 300		500	2500	130,000	125	32,500.00	625
Hot Link text - bottom page (with optional image)	Approx 25 words		500	2500	130,000	125	32,500.00	625

CLASSIFIED			Per week	Per year
Text listing up to 100 words with hyperlinks. Optional image				
Employment			90	4680
Events/conferences			90	4680
New listing categories by application				

SPECIAL PROMOTIONS/ FOUNDATION ADVERTISER PACKAGE

Special Home Page and Section and other Page editorial-style panel, right hand top half page. Logo/picture optional. Tailored content. Please apply

Carbon News is also offering a strictly limited number of special Foundation Advertiser packages, allowing you to secure prime inventory at long term special and fixed rates, in recognition of your early support of this new service for carbon market decision makers.



ADVERTISEMENT SIZE		ACCEPTED FORMATS	
Advertisement	Max file size	Regular	Rich media
Big Banner	25k	GIF	HTML
Skyscraper	25k	JPEG	JavaScript
Home Panel top panel	15k	Animated GIF	Real audio and Video
Island	20k		Macromedia Flash
			Macromedia Shockwave

ADVERTISING DEADLINES/TERMS AND CONDITIONS

- Bookings can be made daily. E-mail bulletins are generally published at 9am on New Zealand business days (excluding statutory holidays) and more frequently if events demand
 - Cancellations must be made up to 7 days prior to date of placement
 - Material is required by midday prior to the day of placement unless by special arrangement
- The Publisher reserves the right to refuse or omit placement of any advertisement deemed unsuitable. Cancellation is not affective until written notice has been given to the Publisher. If such notice is given after 5pm on the Friday before due date of placement a cancellation fee equivalent to the cost of the advertising will apply. All advertising material must be supplied to the Publisher by midday prior to the date of placement, unless by special arrangement. If not so supplied, the advertising will be deemed cancelled and the cancellation fee shall apply

CONTACT:

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