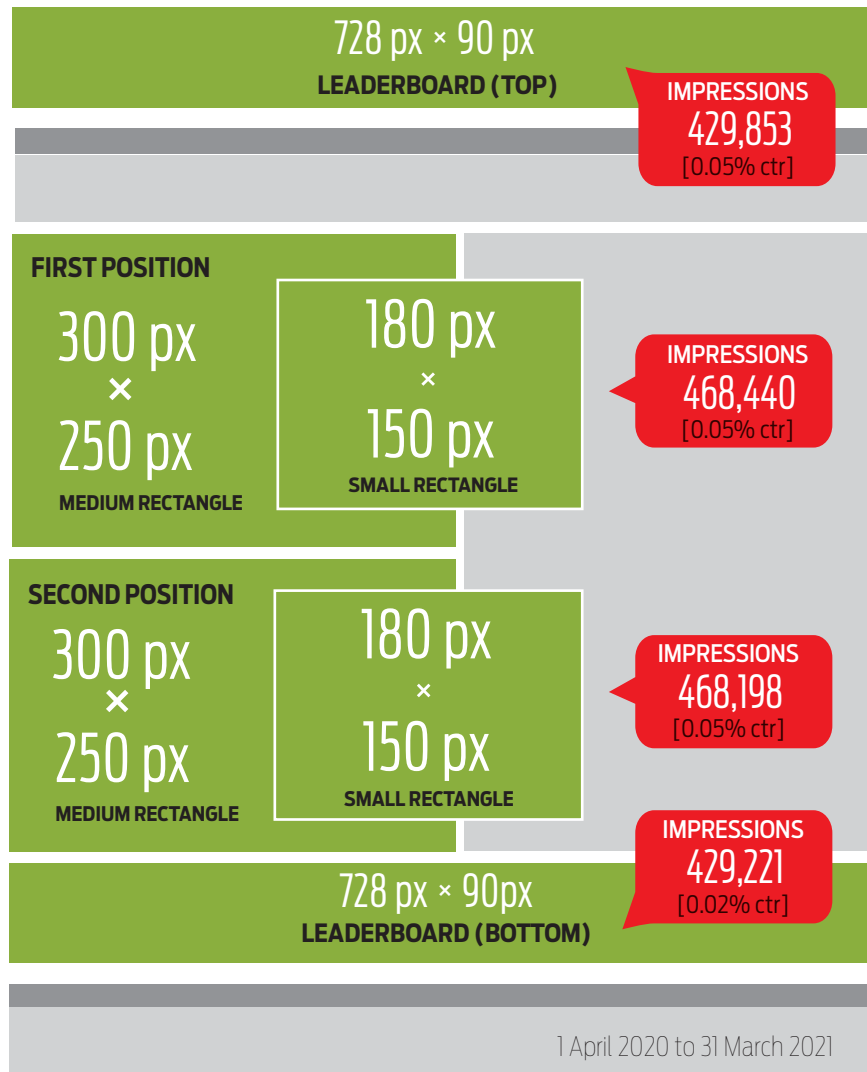


ONLINE ADVERTISING



POSITIONS

LEADERBOARDS display when the browser is 768 pixels or more wide. They can be:

- top - above the navbar/header
- bottom - above the footer.

RECTANGLES A medium rectangle appears on article pages in the left column when the browser is at least 768 pixels, or below the article when the browser is under 481 pixels. This is replaced by a small rectangle in the left column when the browser width is 481 to 767 pixels.

SHARE OF VOICE

A maximum of three advertisements will appear in each advertising position, sold on a first come basis. This number will be reviewed annually.

FILE SETTINGS

Please supply the following material:

IMAGES All artwork to be RGB colour, flattened with no transparency layers. Recommended minimum resolution is 72 dpi.

SIZES All dimensions in pixels, width by height:

- Leaderboard 728px by 90px.
- Medium rectangle 300px by 250px.
- Small rectangle 180px by 150px.

FORMAT Artwork should be JPEG, PNG or GIF.

SIZE Artwork must not exceed 150 KB.

HYPERLINKS Supply a complete URL with image.

DEADLINES

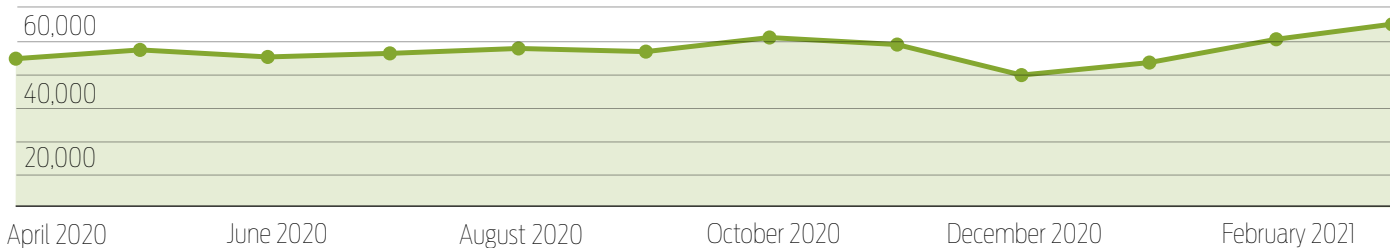
BOOKING: 15th of month for following month

MATERIAL: Email image and URL by 20th of month to BuildAdverts@branz.co.nz

| ADTYPE | SIZE | RATE CASUAL | 6 MONTH | 12 MONTH |
|------------------------------|-----------------------------------|-------------|---------|----------|
| Leaderboard (top) | 728px × 90px | \$770 | \$720 | \$670 |
| Medium (and small) rectangle | 300px × 250px (and 180px × 150px) | \$460 | \$410 | \$360 |
| Leaderboard (bottom) | 728px × 90px | \$610 | \$560 | \$510 |

UNIQUE PAGE VIEWS

Unique Page Views



PAGES

UNIQUE PAGE VIEWS

579,829

AVERAGE TIME ON PAGES

2.26 minutes

PROFILES OF USERS

DEVICES USED

| | |
|---------|-----|
| DESKTOP | 61% |
| MOBILE | 35% |
| TABLET | 3% |

ONLINE VISITOR DATA

IMPRESSIONS

1,795,712

TOTAL NUMBER OF IMPRESSIONS FOR ALL ADVERTS

CLICKS

783

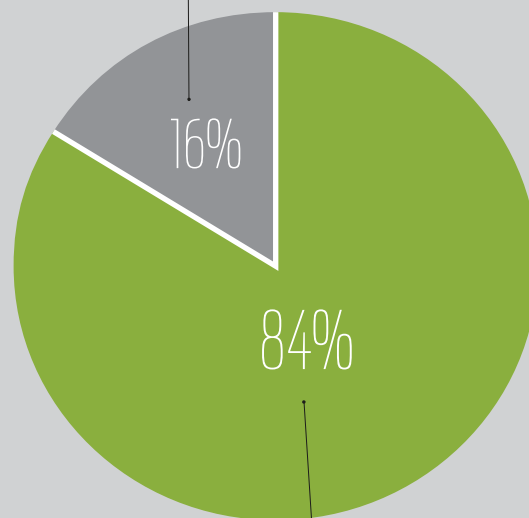
TOTAL NUMBER OF CLICKS FOR ALL ADVERTS

CTR

0.04%

AVERAGE CLICK THROUGH RATE FOR ALL ADVERTS

RETURNING VISITOR



NEW VISITOR