

Rate Card

Rates effective March 2009

Data from Nielsen Net Ratings, November 2008 – February 2009

The Scoop Media Network: 1.6 Million Impressions and 497 000 Uniques Monthly

Scoop is the online news source for New Zealand’s opinion leaders in politics, business and culture.

By advertising with Scoop Media Network (Public Address, Scoop News & KiwiBlog), your message can reach 497 000 Unique Browsers and a total of 1.6 Million Page Impressions per month. Scoop News consistently ranks third as

New Zealand’s most heavily read news site—ahead of the major television news websites—and is among the top 15 New Zealand, advertising sites by audience size.

Through Scoop’s Sales Team, place your message across the entire network or focus on just one site. Individual demo summaries and site rates follow.



Scoop News

- 109 000 Unique Browsers per week & 230 000 Page Impressions per week
- 32% Auckland, 24% Wellington, 11% Christchurch
- 52% Professional, Business Manager/ Executives, Technical/Skilled
- 26% HHI of \$120,000+
- 50% HHI of \$80 000+
- 46% Male, 54% Female
- 68% Aged 25–54



Public Address

- 8 000 Unique Browsers per week & 55 000 Page Impressions per week
- 36% Auckland, 29% Wellington, 6% Christchurch
- 60% Professional, Business Manager/Executives, Technical/Skilled
- 32% HHI of \$120,000+
- 60% HHI of \$80 000+
- 55% Male, 45% Female
- 73% Aged 25–54



KiwiBlog

- 13 000 Unique Browsers per week & 90 000 Page Impressions per week
- 31% Auckland, 30% Wellington, 9% Christchurch
- 56% Professional, Business Manager/Executives, Technical/Skilled
- 32% HHI of \$120,000+
- 58% HHI of \$80 000+
- 62% Male, 38% Female
- 66% Aged 25–54

Scoop News Rate Card



Scoop.co.nz – News & Opinion

230 000 Impressions & 109 000 Uniques Weekly

NZ's largest independent news resource for "news-makers & people who influence the news". The site specialises in publishing the raw news content that drives the news and generates quality investigative journalism.

Scoop is respected widely in media, political, business and academic circles for being the place on the internet for publishing "what was really

said", and for the quality of its analysis of issues.

The site attracts a high-value professional audience, but also a discerning general readership seeking an alternative to other major news media.

Established in 1999, Scoop News averages 425 000 – 450 000 unique readers a month. Qantas Media Awards Finalist 2007: Best News Website, Best Single News Report.

The Audience

- 230 000 Page Impressions & 109 000 Unique Browsers per week
- 26% HHI of \$120 000+
- 50% HHI of \$80 000+
- 52% Professional, Business Manager/Executives, Technical/Skilled
- 68% Aged 25–54
- 32% Auckland, 24% Wellington, 11% Christchurch
- 46% Male, 54% Female

SCOOP NEWS: CPM PLACEMENT RATES (Minimum CPM Buy \$1000)

	Big Banner 760 x 120	Skyscraper 160 x 600	Rectangle 300 x 250	Giant Skyscraper 300 x 600	Impressions Weekly	Unique Browsers Weekly
PACKAGES – WEEKLY						
All Pages 100% SOV	\$5750	NA	\$5060	\$5750	210 000	95 000
All Pages 50% SOV	\$2875	NA	\$2530	\$2875	105 000	50 000
News Pages 50% SOV	NA	\$2310	NA	NA	105 000	53 000
Run of Site						
Run of News Pages	\$25 NA	NA \$22	\$22 NA	\$25 NA	210 000 185 000	95 000 95 000
Main Home Page	\$35	NA	\$30	\$35	26 500	7500
NZ Politics: Run of Section <i>Parliament, Politics & Regional Wires</i>	\$28	\$25	\$25	\$28	50 000	24 000
Business/SciTech: Run of Section						
Business Wire	\$40	\$30	\$30	\$40	33 000	20 000
SciTech Wire	\$45	\$35	\$35	\$45	25 000	18 000
Business.scoop.co.nz	\$45	\$35	\$35	\$45	4400	3300
	\$45	\$35	\$35	\$45	3600	1500
Lifestyle: Run of Section <i>Culture, Education, Health & Review of Books</i>						
Culture Wire	\$28	\$25	\$25	\$28	33 000	24 000
Education & Health Wires	\$35	\$30	\$30	\$35	18 000	15 000
	\$32	\$28	\$28	\$32	15 000	13 000
World: Run of Section <i>World Wire</i>	\$28	\$22	\$22	\$28	11 500	9000
Comment/Opinion: Run of Section <i>Scoops & Features Wires & ScoopIt</i>	\$28	\$25	\$25	\$28	40 000	25 000

SCOOP NEWS: FIXED PLACEMENTS/WEEK

	Half Banner 234 x 60	Short Text 28 Characters	Long Text 50 Characters	Impressions Weekly	Unique Browsers Weekly
All Pages 100% SOV	\$1750		\$1000 (5 available)	230 000	109 000
News Pages 100% SOV	\$1000 (Article Footer)	\$450 (6 available)		210 000	106 000

Expandable Banners

	Dimensions	File Size Max.	Expanded Dimensions	Premium
Big Banner	760 x 120	100Kb	760 x 240	+20% Standard Rates
Standard Skyscraper	160 x 600	100Kb	320 x 600	+20% Standard Rates

Polite Banners

	File Size Maximum	Premium
All Ad Formats	1Mb	+10% Standard Rates

SCOOP NEWS: SECTION SPONSORSHIPS

Section sponsorship opportunities are designed to provide subtle ownership of content channels (including related video channels), with advertiser elements sized to provide effective branding and the ability to accommodate a “tool” useful for readers or specific message proposition.

SECTION SPONSORSHIP	Scoop Section & Related WirePages <i>665 x 40 Sponsorship Header element 300 x 250 Tool element or display presence 234 x 60 Tool element or display preserve</i>	Rate Per Calendar Month Minimum of 3 Months	Unique Browsers Monthly
NZ Politics Section <i>Section Homepage, National TV, Political TV, Parliament, Politics, Elections o8 & Regional Wire</i>	255 000 pages per month 1 020 000 impressions per month	\$5500	100 000
Business Sci/Tech Section <i>Section Homepage, Business TV, Tech TV, Business Wire & SciTech Wire</i>	150 000 pages per month 450 000 impressions per month	\$4500	100 000
Lifestyle Section <i>Section Homepage, Entertainment TV, Lifestyle TV, Culture, Education & Health Wires</i>	155 000 pages per month 470 000 impressions per month	\$3500	104 000
World Section <i>Section Homepage, World Wire & World TV</i>	50 000 pages per month 200 000 impressions per month	\$1200	40 000
Comment/Opinion Section <i>Section Homepage, Scoops Wire & Scooplt</i>	215 000 pages per month 860 000 impressions per month	\$4000	130 000

SCOOP NEWS: EDITORIAL RELATED ADVERTISING

Scoop Related Resources, launched in April 2008, pioneers a new technology of Editorial Related Advertising that gives your message the credibility of news trusted by Scoop readers.

Scoop Related Resources advertisers have content residing on Scoop’s website that is matched with relevant articles on Scoop. When one reads an article that relates to your message, your information is seamlessly presented to that specific reader as additional content from a Scoop Related Resource.

It literally reaches the right audience with your message at the right time.

Scoop Related Resources	Standard Rate
7 Page Microsite – Basic	\$ 13 000 Per Annum
15 Page Microsite – Standard	\$ 16 000 Per Annum
20 Page Microsite – Premium	\$ 20 000 Per Annum

All prices exclude GST. Rates include microsite design, hosting and content tagging/matching. Also includes up to three page changes per month. Additional changes can be purchased at \$500 per page.

Charter Subscription Offer: 15 month subscription at the 12 month rate.

SCOOP NEWS: CLASSIFIED ADVERTISING

Classified Ad Partner opportunities are specifically for services that add value to the Scoop reader experience, and represent services that would benefit from being accessed via the Scoop site (EG: Employment, Vehicle, Finance, Travel or Leisure services).

CLASSIFIED AD PARTNER Minimum of 3 Months	Top Level Navigation	Classified Ad Links	Search/Content Tool	Rate Per Month
3 Positions	8 Characters– All Pages	Linked Title + Up to 3 at 12 Characters each <i>All News Pages</i>	300 x 80 Pixels All News Pages	\$5500

Public Address Rate Card

Publicaddress.net – Opinion & Lifestyle
55 000 Impressions & 8 000 Uniques Weekly



Public Address is NZ's leading weblog – winner of both the Qantas Media Awards & Netguide People's Choice Award 2008. It is home to 9 of New Zealand's most accomplished commentators and is frequently noted in media – not to mention Parliament!

Founded in 2002 by award winning journalist

Russell Brown (*Radio NZ National, bFM, The Listener, Unlimited & Media 7*), Public Address offers an intelligent mix of comment and opinion on lifestyle, politics, business, technology and society.

Public Address readers are discerning, connected, smart and very loyal advocates. Subscribers include many in creative professions, media, law and government posts.

The Audience

- 55 000 Page Impressions & 8 000 Unique Browsers per week
- 32% HHI of \$120 000+
- 60% HHI of \$80 000+
- 60% Professional, Business Manager/Executives, Technical/Skilled
- 73% Aged 25–54
- 36% Auckland, 29% Wellington, 6% Christchurch
- 55% Male, 45% Female

PUBLIC ADDRESS: FIXED PLACEMENTS/WEEK

	Big Banner 760 x 120	Skyscraper 160 x 600	Short Text 28 Characters	Long Text 50 Characters	Impressions Weekly	Unique Browsers Weekly
All Pages 50% SOV	\$650	\$600	NA	NA	27 500	4 000
All Pages 100% SOV	\$1250	\$1150	\$150 (6 available)	\$300 (5 available)	55 000	8 000

Expandable Banners

	Dimensions	File Size Max.	Expanded Dimensions	Premium
Big Banner	760 x 120	100Kb	760 x 240	+20% Standard Rates
Standard Skyscraper	160 x 600	100Kb	320 x 600	+20% Standard Rates

Polite Banners

	File Size Maximum	Premium
All Ad Formats	1Mb	+10% Standard Rates

KiwiBlog Rate Card

KiwiBlog.co.nz – Politics & Technology
90 000 Impressions & 13 000 Uniques Weekly



David Farrar is the owner and editor of Kiwiblog, which he established in July 2003.

Reflecting Farrar's background in politics and technology, his blog is widely read for its coverage of both. Farrar worked in Parliament from 1996

to 2004, serving four National Party Leaders – Jim Bolger, Jenny Shipley, Bill English and Don Brash.

Since 2004 he has operated Curia Market Research, a Wellington-based polling and research company.

The Audience

- 90 000 Page Impressions & 13 000 Unique Browsers per week
- 32% HHI of \$120 000+
- 58% HHI of \$80 000+
- 56% Professional, Business Manager/Executives, Technical/Skilled
- 66% Aged 25–54
- 31% Auckland, 30% Wellington, 9% Christchurch
- 62% Male, 38% Female

KIWIBLOG: CPM & FIXED PLACEMENT RATES

	Big Banner 760 x 120	Skyscraper 160 x 600	Short Text 28 Characters	Long Text 50 Characters	Impressions Weekly	Unique Browsers Weekly
Run of Site <i>(Minimum CPM Buy \$1000)</i>	\$25	\$22	NA	NA	90 000	13 000
Packages – Weekly All Pages 50% SOV All Pages 100% SOV	\$1125 \$2250	\$990 \$1980	NA \$200 (6 available)	NA \$400 (5 available)	45 000 90 000	6500 13 000

Expandable Banners

	Dimensions	File Size Max.	Expanded Dimensions	Premium
Big Banner	760 x 120	100Kb	760 x 240	+20% Standard Rates
Standard Skyscraper	160 x 600	100Kb	320 x 600	+20% Standard Rates

Polite Banners

	File Size Maximum	Premium
All Ad Formats	1Mb	+10% Standard Rates

Creative Technical Specifications

For all Scoop Media Network (Public Address–Scoop News–KiwiBlog)

Display Ad Units

	Pixel Dimensions	Max. File Size
Big Banner	760 × 120 or 728 × 90	30kb
Giant Skyscraper	300 × 600	30kb
Standard Skyscraper	160 × 600 or 120 × 600	25kb
Rectangle (Island)	300 × 250	25kb
Half Banner	234 × 60	10kb
Text Links Short Long	28 Characters Including Spaces 50 Characters Including Spaces	

Accepted Formats

- .gif, Animated .gif
- .jpeg
- Macromedia Flash (.swf) with back-up .gif/.jpeg
- .html

Macromedia Flash Specifications (.swf)

- Published for Flash plug-in 7 or lower
- Frame rates not to exceed 18 frames per second
- Animation may run no more than 3 times
- Must be targeted to a new window ("_blank")
- Must include ActionScript for tracking clicks:

Click opens in new window:

```
on (release) {  
    getURL(_level0.clickTAG, "_blank");  
}
```

For more information visit

www.adobe.com/resources/richmedia/tracking/

Expandable & Polite Banners

- Expands when user moves cursor over or clicks the ad
- 760 × 120 Banner expands to 760 × 240 pixels
- 160 × 600 Skyscraper expands to 320 × 600 pixels
- Image must contract automatically when user scrolls off

- Sound default must be set at "Off" and be user initiated
- Video may be automatic but provide a clear "Stop" button
- 100kb Polite Banner download maximum (other sizes on negotiation)
- Must be supported by corresponding standard display ad creative
- Further information at <http://www.eyeblander.com/DontWastelt/EyeblanderDontWastelt.htm>

Delivery Lead Time

- Standard Creative—3 working days prior to Start-date
- Rich Media Creative—5 working days prior to Start-date

Accepted Third Party Redirects

- Doubleclick (Redirect tag version as plain javascript); Facillitate; Nielsen; Eyeblander

Creative must be available for viewing 3 working days prior to Start-date.

Rich Media must be made available 5 working days prior to Start-date for approval.

Scoop reserves the right to reject creative and remove creative, without notice, which contains coding errors, uses excessive animation or CPU resources or does not comply with these specifications.

Terms & Conditions

For all Scoop Media Network (Public Address–Scoop News–KiwiBlog)

- Rates do not include exclusivity, all Rates exclude GST and are commission bearing.
- Impressions & Uniques figures noted are averages only and not guaranteed. Based on Nielsen Net// Ratings April 2008.
- Impressions for CPM media placements are guaranteed.
- CREATIVE must be delivered 3 working days (Rich Media 5 days) prior to commencement or campaign may not start as booked. Scoop Media does not guarantee that ad impressions or fixed term placement will run as booked if creative not delivered on time.
- CREATIVE must be tested and debugged by agency prior to delivery. Faults may lead to campaign not being deployed as booked.
- Scoop reserves the right to reject creative and remove creative, without notice, which contains coding errors, uses excessive animation or CPU resources or does not comply with specifications.
- CANCELLATION Must be made in writing. 20 working days prior to run date 0% of booking, 10–15 days 50% of booking, less than 10 days 100% of booking.