



Advertising Rate Card, June 2009

Community

Placement

Community Site	Super Banner	Targeted Super Banner	Skyscraper	Targeted Skyscraper	4 Week Targeted Ad
25% of Page Impressions. Excludes Registration and Virtual Game Sign Up pages.	760px x 120px **	760px x 120px **	160px x 600px **	160px x 600px **	\$10,000
	\$500 per week	\$3000 per week	\$500 per week	\$3000 per week	
Community Email Only 1 Community email is sent per week, and limited to 3 targeted ad placements per email.	Targeted Ad \$3000 Per Targeted Email				
Themed Group/Social Site Refer to attached Group info sheet. Restrictions may apply.	Themed Group \$10,000 Setup Fee & 1 Month Hosting	Themed Group \$500 Monthly Hosting Fee			

Virtual Games

Placement, Per Game

Virtual Rugby - International Competition	Super Banner	Targeted Super Banner	Skyscraper	Targeted Skyscraper	4 Week Targeted Ad
25% of Page Impressions. Exclude Registration and Virtual Game Sign Up pages.	760px x 120px **	760px x 120px **	160px x 600px **	160px x 600px **	\$18,000
	\$2000 per week	\$5000 per week	\$2000 per week	\$5000 per week	
Game Email 2 Game Emails are sent per week, and limited to 3 targeted ad placements per email. Options: - Virtual Rugby, International - 80,000 players - Virtual League, NRL - 18,000 players - Virtual Netball, ANZ Champs - 10,000 players	Targeted Ad \$3000 Per Email				

Notes

* **Targeting:** Targeted ads are engagement pieces personalised to the logged in user. This means the advertisement can either reflect the users name or the users preferences, demographics and/or interest. Examples of how we can target advertising by; Gender, Age, Region, Group, Supported School, Supported Team (by Sport) etc...

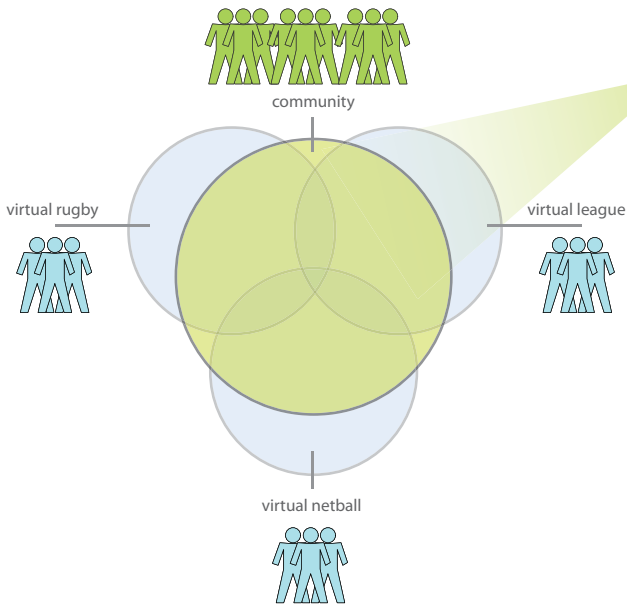
Community Statistics: 350,000 Memberships, 120,000 av. Page Impressions per week, 20,000 av. Unique Browsers per week

** **File Sizes:** Files must be kept under 30kb

Content: Jimungo reserves the right to decline advertorial content based on suitability and relevance.

Pricing: All Advertising is exclusive of production, GST and Agency Commissions.

Jimungo Online



Jimungo

Jimungo have been creating interest centric and personalised online experiences for New Zealanders since 2001. All of our Jimungo titles act to drive traffic, engage audiences and encourage and stimulate positive interactions with associated brands and sponsors.

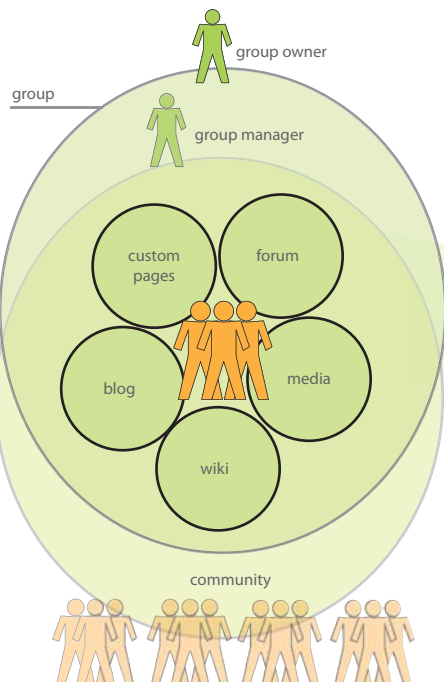
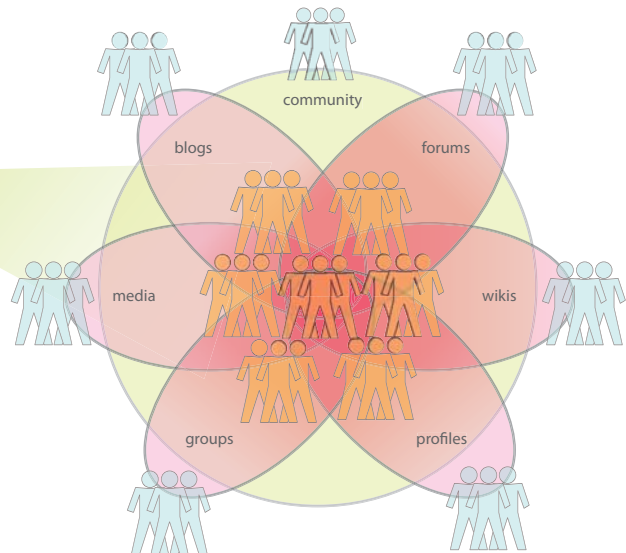
Jimungo is made up of a community and virtual games. We bring online communities together to share common interests and allow people to share passions, ideas, information, media, experiences and perspective.

Jimungo can help you engage with a targeted audience as we can filter online and email advertising by a members demographics and interests.

Community

The Community www.jimungo.com is made up of several social areas including; Blogs, Media Galleries, Groups, User Profiles, Wikis and Forums.

A person can become a part of the community through any one of these interests.



Community Groups

A Group is a micro website within the larger community and includes; Custom Content pages, a Forum, a Blog, a Wiki, and a Media Gallery. The membership can be public or private and is stipulated by the Groups Owner.

A custom branded group takes advantage of the greater community membership. A custom theme allows your group to have the look and feel of your company, personality or campaign.

Events Calendar

Email Calendar

EMAIL		MON	TUE	WED	THU	FRI	SAT	SUN
Virtual Rugby	Points Update							
Virtual Rugby	Picks Reminder							
Virtual League	Points Update							
Virtual League	Picks Reminder							
Virtual Netball	Points Update							
Virtual Netball	Picks Reminder							
Community	Newsletter							

Note:

The above Email events are an indication of when emails are sent. For confirmation of events please contact us directly.

Virtual Games Calendar

EVENTS		2009						2010						
		JUL	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
Virtual Rugby	Air NZ Cup													
Virtual Rugby	Super 14													
Virtual Rugby	International													
Virtual League	NRL													
Virtual Netball	ANZ Championship													
Virtual Football	English Premiereship													
Virtual Football	A League													
Virtual Football	World Cup													
Virtual Racing	Melbourne Cup													
Virtual Motorsport	World Rally													
Virtual Motorsport	Super V8s													
Virtual Motorsport	Formula 1													
Virtual Basketball	NBL													

Note:

The above Virtual Game events are an indication of possible Virtual Game events . For confirmation of events please contact us directly.

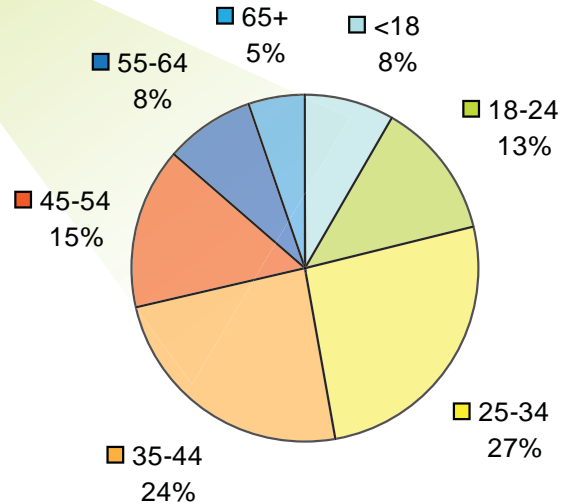
Demographics

Membership Base, May 2009

Region	%
Auckland	28.15%
Wellington	17.08%
Canterbury	15.83%
Waikato	7.72%
Otago	5.07%
Bay of Plenty	4.85%
Manawatu	3.61%
Hawkes Bay	3.44%
Southland	2.61%
Taranaki	2.60%
Nelson	1.84%
Northland	1.68%
Wairarapa	1.21%
Wanganui	1.11%
East Coast	1.05%
Marlborough	0.94%
West Coast	0.73%
Coromandel	0.46%

Age Group	%
<18	8.42%
18-24	12.69%
25-34	26.05%
35-44	24.20%
45-54	14.95%
55-64	8.50%
65+	5.18%

Gender	%
Female	33.34%
Male	66.17%



Virtual Games and Supported Teams, May 2009

Rugby	122,000	League	18,000	Netball	10,000
Blues	16.74%	Broncos	3.35%	Fever	0.70%
Brumbies	0.64%	Bulldogs	1.85%	Firebirds	2.26%
Bulls	0.86%	Cowboys	0.67%	Magic	36.01%
Cheetahs	0.27%	Dragons	1.73%	Mystics	12.97%
Chiefs	13.65%	Eels	0.91%	Pulse	13.96%
Crusaders	21.49%	Knights	0.56%	Steel	14.24%
Highlanders	9.50%	Panthers	0.63%	Swifts	2.13%
Hurricanes	30.31%	Rabbitohs	1.10%	Tactix	13.94%
Lions	0.61%	Raiders	1.29%	Thunderbirds	1.61%
Reds	0.90%	Roosters	0.85%	Vixens	2.19%
Sharks	1.64%	Sea Eagles	2.72%		
Stormers	0.99%	Sharks	0.97%		
Waratahs	1.50%	Storm	1.90%		
Western Force	0.91%	Titans	1.11%		
		Warriors	77.91%		
		Wests Tigers	2.43%		

Notes:

The above demographics are a snapshotsourced from Jimungo user records in May 2009