

FHM Interactive Rate Card **2010**

FHM WEBSITE (www.fhm.co.za)

| Type/Area | Dimensions | File types | Max File | Cost (CPM) |
|----------------------------------|------------------|------------|----------|------------|
| 1. Leaderboard (Site Top) | 728 x 90 pixels | GIF, SWF | 39KB | R380 |
| 2. Medium rectangle (Site Right) | 300 x 250 pixels | GIF, SWF | 39KB | R325 |

* Rich-media ads accepted

FHM MAILER (weekly)

| Type/Area | Dimensions | File types | Max File | Cost (CPM) |
|-----------------------------|-----------------|------------|----------|------------|
| Banner | 728 x 90 pixels | GIF, JPG | 39KB | R325 |
| Current mail recipient base | 32 000 | | | |

FHM MOBILE (m.fhm.co.za)

| Type/Area | Dimensions | File types | Max File | Cost (CPM) |
|-----------|------------------|------------|----------|------------|
| Banner | 640 x 160 pixels | GIF, JPG | 16KB | R215 |

Terms and Conditions

1. All rates reflected are CPM (cost per thousand impressions), exclude agency commission and exclude VAT.
2. A minimum order of 15 000 impressions is applicable.
3. The publishers of FHM have final approval rights of any ad material before and during placement.
4. All FHM interactive rates exclude agency commission and VAT.

FHM ONLINE ADVERTISING PLACEMENT EXAMPLE

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