



Yahoo! 2008 Rate Card (for the Middle East Region)

Effective date: 1st August 2008

Currency: \$ USD (Below mentioned rates are Gross Rates in CPM and include country targeting)

Minimum Buy: US\$7,500 Gross

Position	North	LREC	SKY	SW	HB
Size	728X90	300X250	120X600	25X25*	234X60
STANDARD AD UNIT RATES					
	Rate (inCPM)	Rate (inCPM)	Rate (inCPM)	Rate (inCPM)	Rate (inCPM)
Communication (Inclusive of 2 levels of targeting for example, by age and gender)					
Mail	\$13.00	\$15.00	\$13.00	\$1.50	
Mail CPC - minimum 10,000 clicks for \$9,375					
Communities (Inclusive of 2 levels of targeting for example, by age and gender)					
Chat	\$15.00				
Messenger		\$19.00			\$5.25
IT Savvy Users					
Groups	\$22.50	\$26.50			
My Yahoo!	\$27.50	\$31.50			
Business & Finance					
Finance	\$44.00	\$48.00	\$37.00		
News		\$33.00			
Youth					
Sports	\$33.00	\$40.00	\$33.00		
Games	\$33.00	\$40.00	\$33.00		
Movies	\$33.00	\$48.00	\$33.00		
Music	\$33.00	\$40.00	\$33.00		
Travel & Auto					
Autos	\$66.00	\$60.00	\$66.00		
Travel	\$53.00	\$48.00			

NETWORK

Y! Network Run of site (Inclusive of 2 levels of targeting)	\$18.00	\$25.00	\$20.00		
Y! Network Run of Site with Behavioral targeting	\$37.00	\$42.00	\$32.00		
Behavior Categories include: Finance, Automotive, Travel, Entertainment, Shopping, Health, Beauty, etc.					

Package Deals + Add Ons

1. Value Add on Package

For every monthly booking of \$7,500 worth of inventory on any Yahoo! property excluding Y! Mail, you can book Y! Mail North/Sky for only \$4,000 per million - to run in the same month)
(The additional Y! Mail bookings have to be for a minimum of 1 million impressions)

2. Starter Package @ \$3,500

Non Customizable package available only for First Time Advertisers for a maximum of 3 times.

Option 1 - 50,000 Impressions of LREC on News + 120,000 impressions of LREC on Mail

Option 2 - 90,000 Impressions of LREC on Messenger + 120,000 impressions of LREC on Mail

RICH MEDIA ADS: (Video, Floating, Expandable banner)

50% premium over card rates

* The text links can have maximum of 30 characters (including spaces) split in two lines of 15 characters each.

VOLUME DISCOUNTS : Per Client (based on Net spending by each client)

If you have an order worth over \$50,000 please contact us for special discounts

For advertising on Yahoo! contact:
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