



MTV NETWORKS ASIA

ONLINE ADVERTISING
RATE CARD FOR
PAN-REGIONAL CAMPAIGNS

PAN-REGIONAL

AD UNITS PRICE (USD)				
Ad Units		MTV Asia Sites & Alliance Network		Viacom Global Sites
		CPM Rate	Weekly Rate	CPM Rate
Leaderboard	ROS	15		12
Skyscraper	ROS	18	3000 (100% SOV)	15
MPU	ROS	20	3000 (100% SOV)	17
Video		50	3000 (30% SOV)	40

OTHER AD UNIT PRICE (USD)				
Others		MTV Asia Sites & Alliance Network		Viacom Global Sites
		CPM Rate	Weekly Rate	CPM Rate
Segment Sponsorship (minimum 4 weeks)			1500	
Text Link				
	Home		600	
	Other page		400	
Non-Exclusive Newsletter Text Link			1000	
Exclusive Newsletter			2000	
Electronic Direct Mailer		200		

WEBSITES		
MTV Asia Sites	MTV Alliance Network	Viacom Global Sites
mtvasia.com	gg-game.com	gametrailers.com
nicksplat.com		spike.com
nick.com		quizilla.com
mtvchinese.com		neopets.com
mtvchina.com		shockwave.com
mtvindia.com		addictinggames.com
mtvthailand.com		atomfilms.com
mtv.co.kr		

SPONSORSHIPS
Microsites, contests, polls and games are available for sponsorship. Contact us for rates.

THE DETAILS
This rate card is valid from April 2008
Rich Media / DHTML / Page Takeover ads are subject to approval by MTVA
All creatives must be delivered to MTVA 5 working days before the start of the campaign.
The above rate does not include sponsorship costs.
The client is responsible for obtaining rights, clearances and consents for all copy/materials provided to MTVA
The client also undertakes that none of the copy/materials infringes any third party rights and the copy/commercials complies with all applicable laws.

TECHNICAL SPECIFICATIONS
Detailed technical specifications are available on www.mtvasia.com/Ad

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