



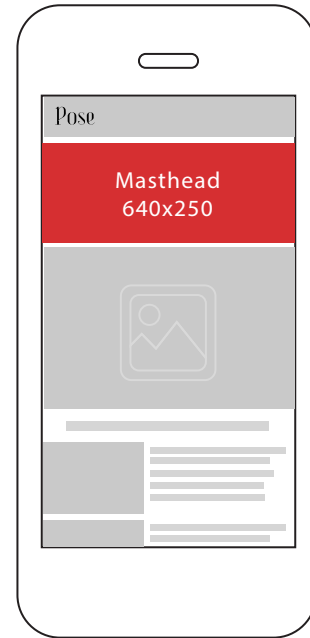
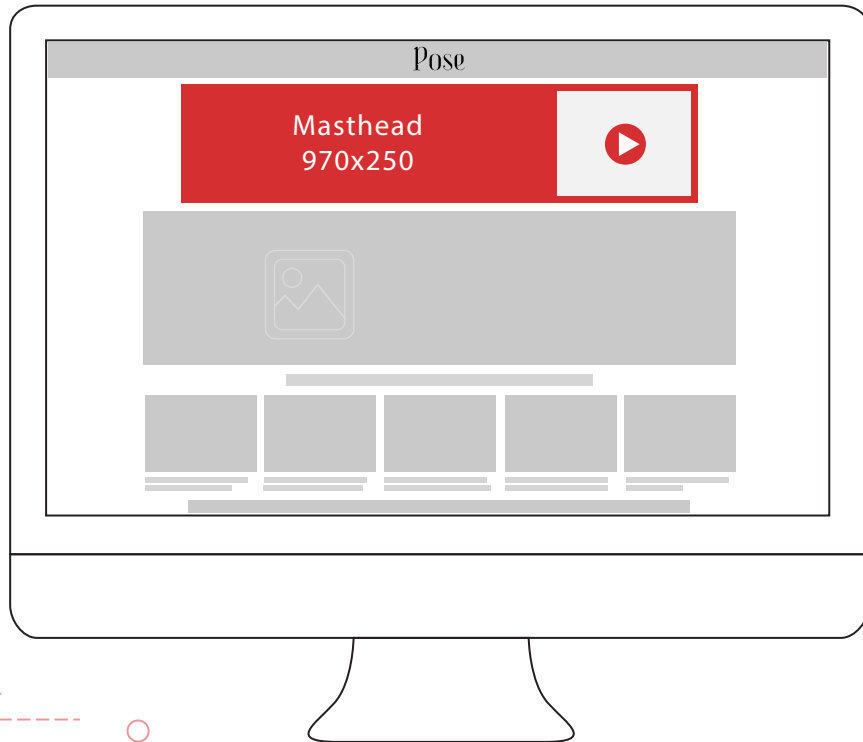
	NAME	SIZE(PIXELS)	DISPLAY	SHARE	PRICE PER WEEK
<b>Special</b>					
All pages	Masthead	970 x 250 (PC) 640 x 250 (Mobile)	Display within all pages	3	12,000,000
			Display within all pages (Exclusive)	1	30,000,000
Homepage	Content Box	360 x 720	Display throughout Pose's Homepage	2	20,000,000
Homepage	Full branded background	1920 x 1080	Homepage PC only	1	50,000,000
All pages			All pages PC only	1	70,000,000
<b>Desktop</b>					
Homepage	Center banner	970 x 90	Display throughout Pose's Homepage	2	10,000,000
	Medium rectangle	300 x 250	Display throughout Pose's Homepage	2	8,000,000
	Half page 1	300 x 600	Display throughout Pose's Homepage	2	8,000,000
	Half page 2	300 x 600	Display throughout Pose's Homepage	2	5,000,000
Category Subcategory page	Banner	970 x 90	Display throughout Pose's Category/Subcategory page	1	5,000,000
Article page	Article banner 1	620 x 250	Display throughout Pose's Article page	2	7,000,000
	Article banner 2	620 x 250	Display throughout Pose's Article page	2	5,000,000
<b>MOBILE</b>					
Homepage Category page	Medium rectangle 1	300 x 250	Display throughout Pose's Homepage & Category page	2	5,000,000
	Medium rectangle 2	300 x 250	Display throughout Pose's Homepage & Category page	2	3,000,000
Article page	Article banner	300 x 150	Display throughout Pose's Article page	2	12,000,000
	Medium rectangle	300 x 250	Display throughout Pose's Article page	2	8,000,000

NAME	SIZE(PIXELS)	DISPLAY	SHARE	PRICE PER WEEK	PRICE CPM
<b>RICH MEDIA</b>					
Instream iTVC	640/480x360	display before/middle/after video stream			55,000(15s) 65,000(30s)
Infoter	1000x100	Display in the footer of the page	3	12,000,000	35,000
Infoter plus	1000x100 1000x250	Display in the footer of the page. When user scrolls page down, the ad will be expanded to 1000x250 after the first page, and shrink back to 1000x100 when user scrolls up.	3	18,000,000	52,000
Inread	640/480x360	Display in the middle of article			40,000
Mobile inpage fullscreen	320x480 480x320 768x1024 1024x768	Display in the middle of article during the reading of user			35,000
Balloon	300 x 250	Display in the bottom-right corner of the page			15,000
Balloon expand	500X300	Display in the bottom-right corner of the page, expand to 500x300 if user hovers mouse after 3 seconds			19,000



**M**ASTHEAD

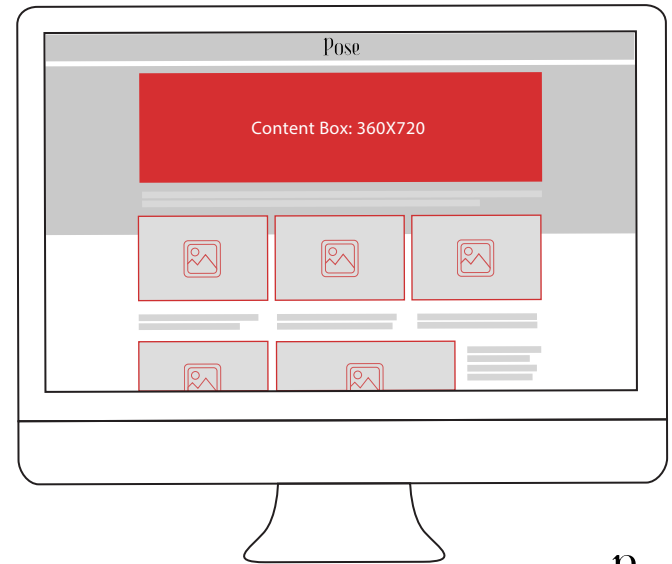
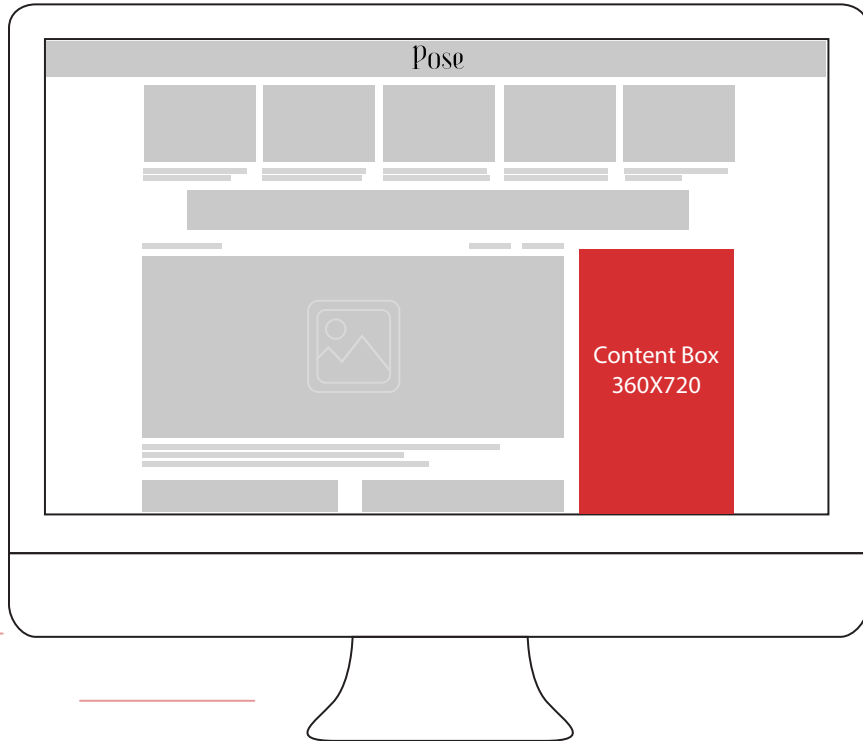
NAME	SIZE(PIXELS)	DISPLAY	SHARE	PRICE PER WEEK
Masthead	970 x 250 (PC)	All pages	3	12,000,000
	640 x 250 (Mobile)	All pages (Exclusive)	1	30,000,000



**C**ONTENT BOX

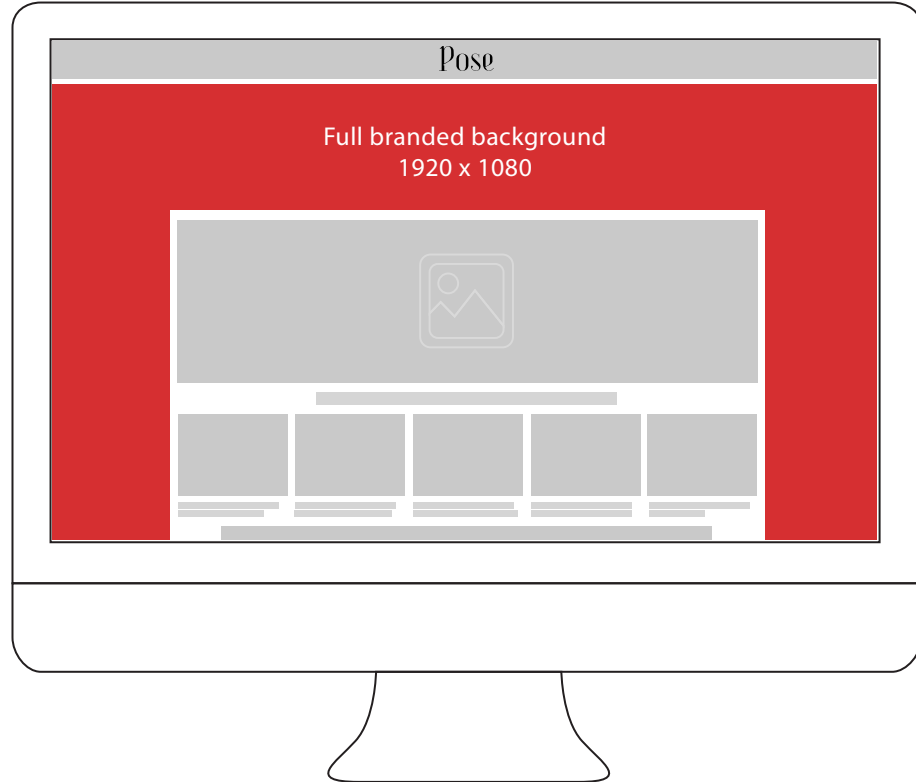
NAME	SIZE(PIXELS)	DISPLAY	SHARE	PRICE PER WEEK
Content Box	360 x 720	Display throughout Pose's Homepage	2	20,000,000

Content box - a sub-category displays all PR articles with the content related to the brand or the campaign. Such this sub-category will be displayed on Pose homepage under a box with top 3 latest PR articles published on Pose. Special free 1 URL with the Content Box

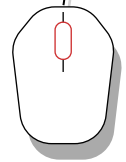
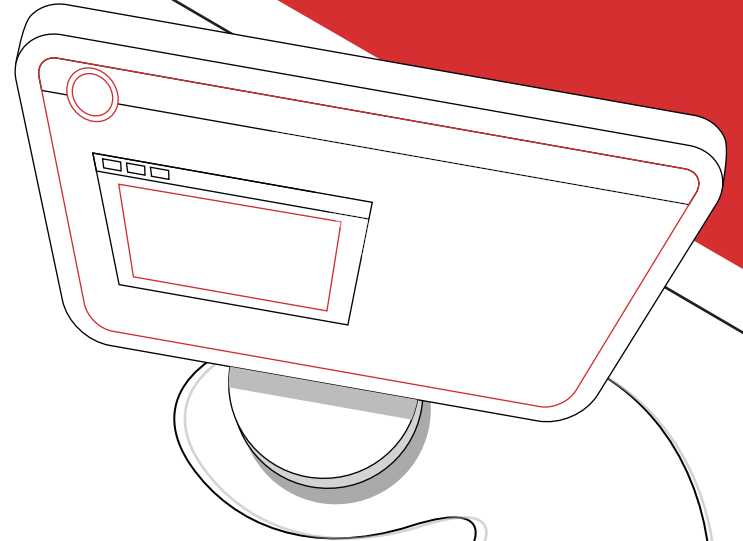
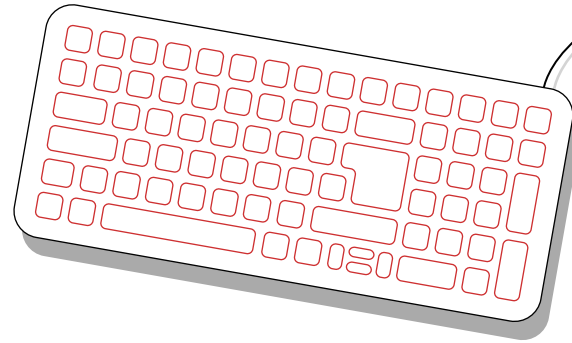
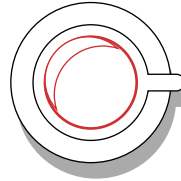
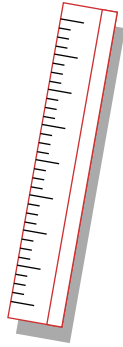
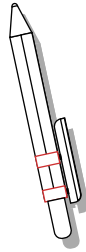


**FULL BRANDED BACKGROUND**

NAME	SIZE(PIXELS)	DISPLAY	SHARE	PRICE PER WEEK
Full branded background	1920 x 1080	Homepage PC only	1	50,000,000
		All pages PC only	1	70,000,000

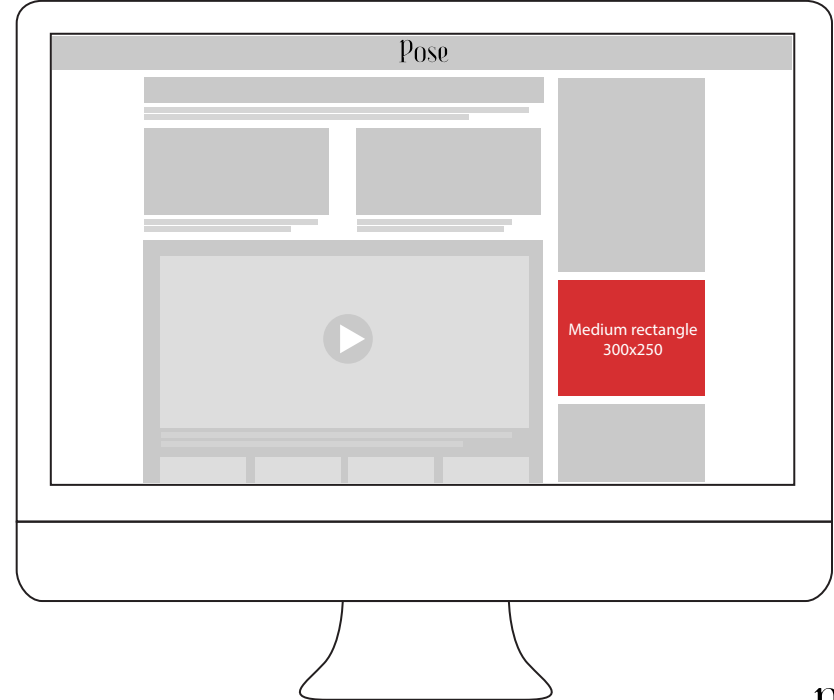
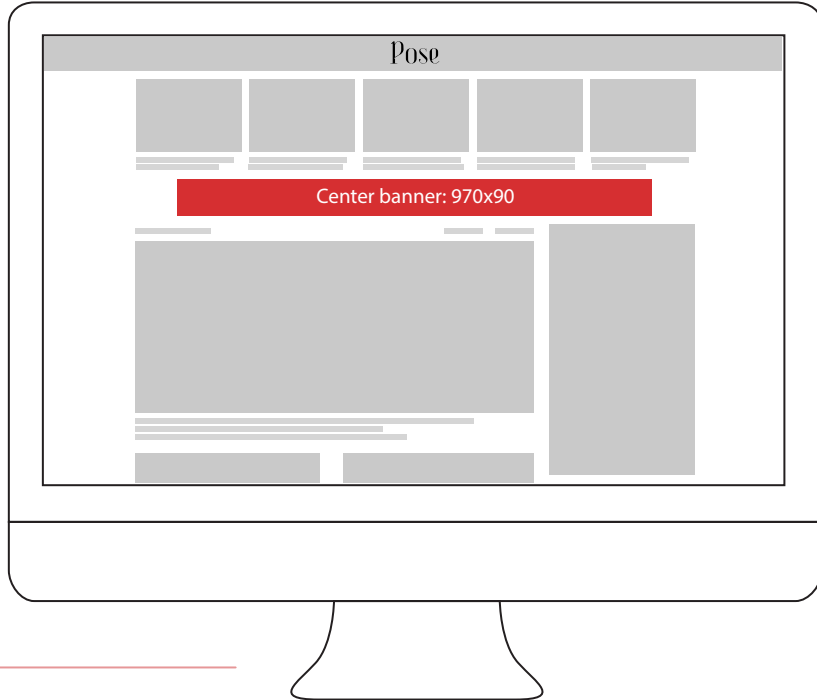


# Desktop



**C**ENTER BANNER **M**EDIUM RECTANGLE

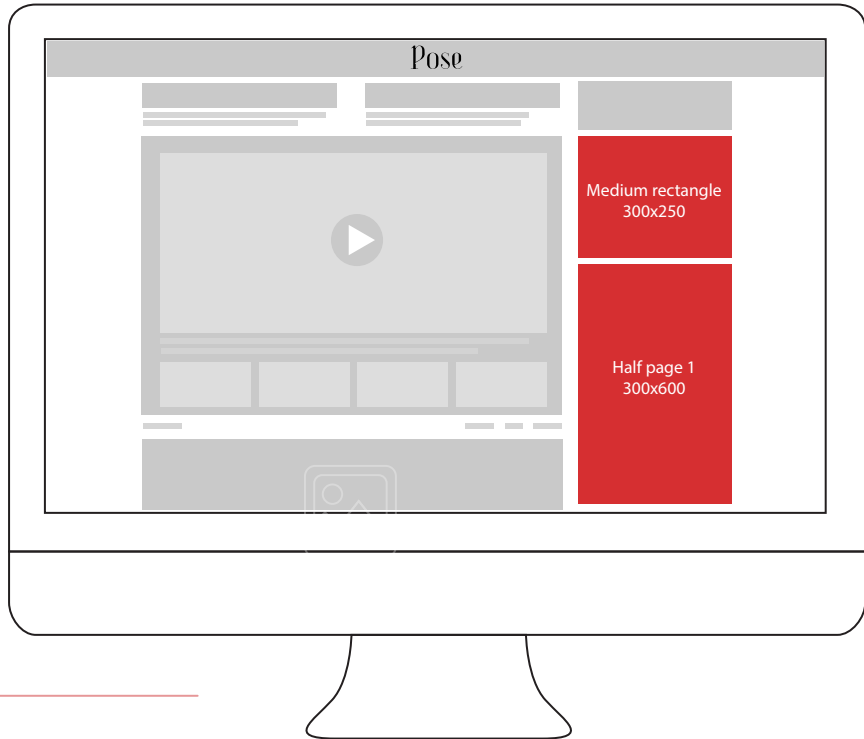
NAME	SIZE(PIXELS)	DISPLAY	SHARE	PRICE PER WEEK
Center banner	970 x 90	Display throughout Pose's Homepage	2	10,000,000
Medium rectangle	300 x 250	Display throughout Pose's Homepage	2	8,000,000





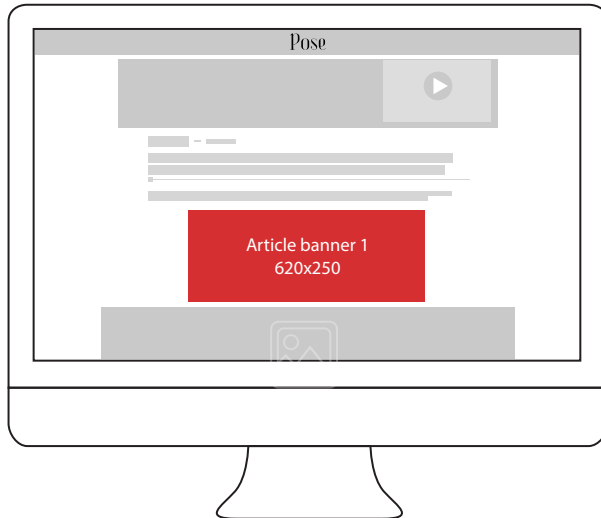
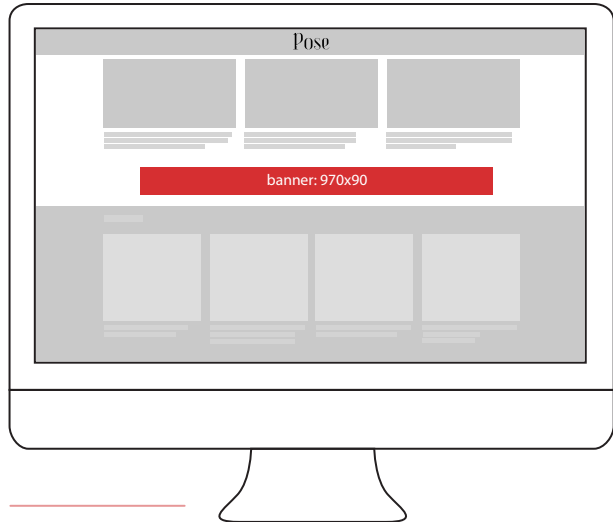
**H**ALF PAGE 1/2

NAME	SIZE(PIXELS)	DISPLAY	SHARE	PRICE PER WEEK
Half page 1	300 x 600	Display throughout Pose's Homepage	2	8,000,000
Half page 2	300 x 600	Display throughout Pose's Homepage	2	5,000,000

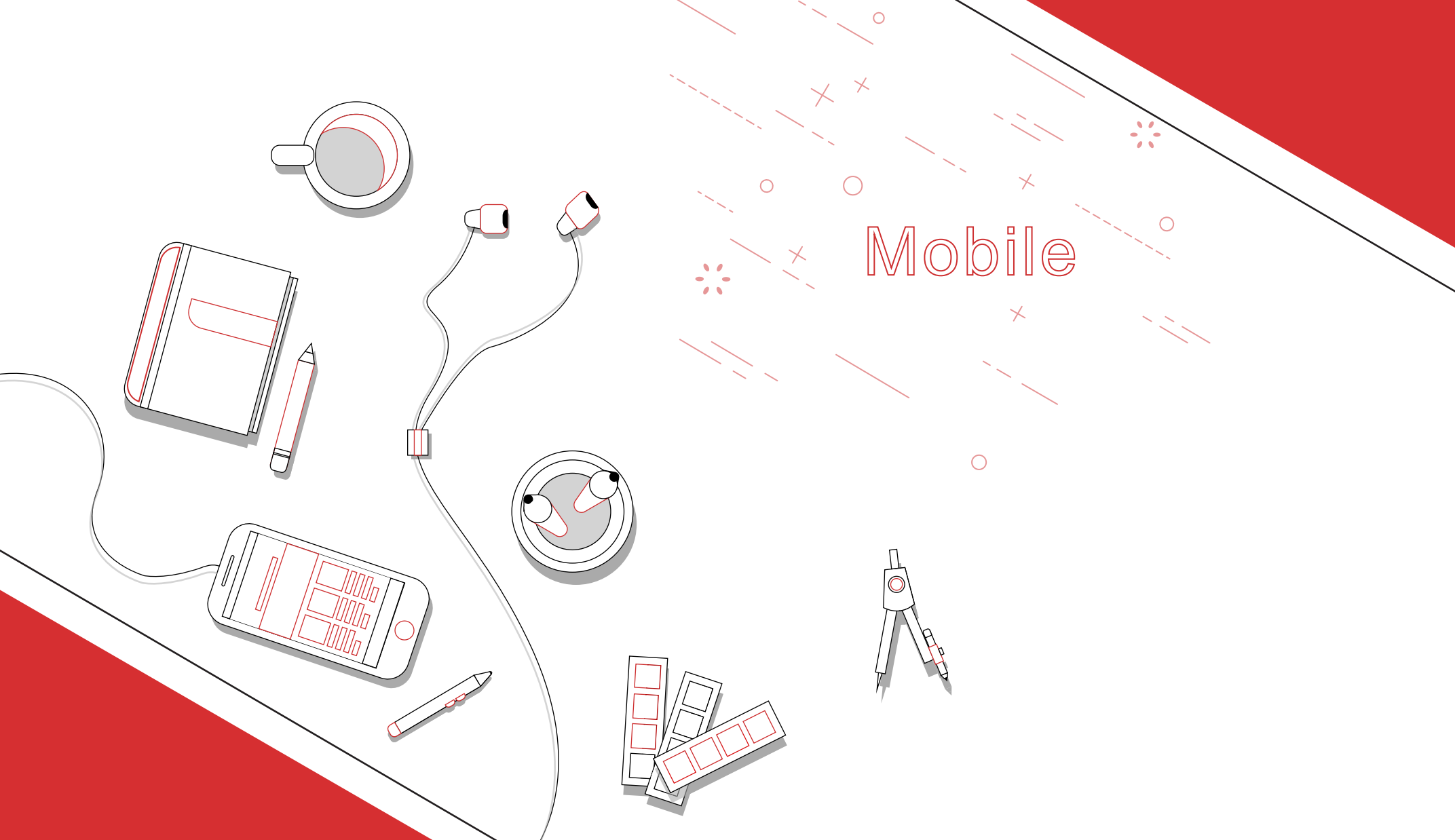


**B**ANNER **A**RTICLE BANNER 1/2

NAME	SIZE(PIXELS)	DISPLAY	SHARE	PRICE PER WEEK
Banner	970 x 90	Display throughout Pose's Category/Subcategory page	1	5,000,000
Article banner 1	620 x 250	Display throughout Pose's Article page	2	7,000,000
Article banner 2	620 x 250	Display throughout Pose's Article page	2	5,000,000



# Mobile



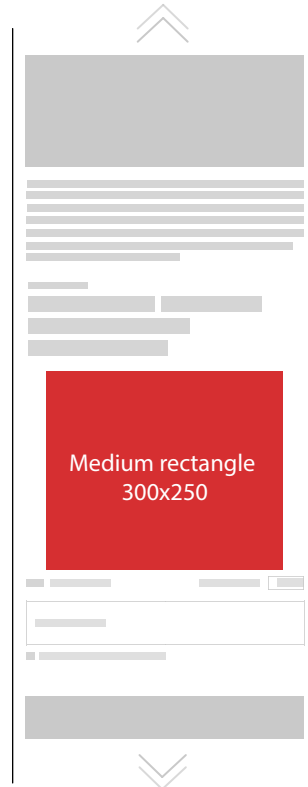
**M**EDIUM RECTANGLE 1/2

NAME	SIZE(PIXELS)	DISPLAY	SHARE	PRICE PER WEEK
Medium rectangle 1	300 x 250	Display throughout Pose's Homepage & Category page	2	5,000,000
Medium rectangle 2	300 x 250	Display throughout Pose's Homepage & Category page	2	3,000,000

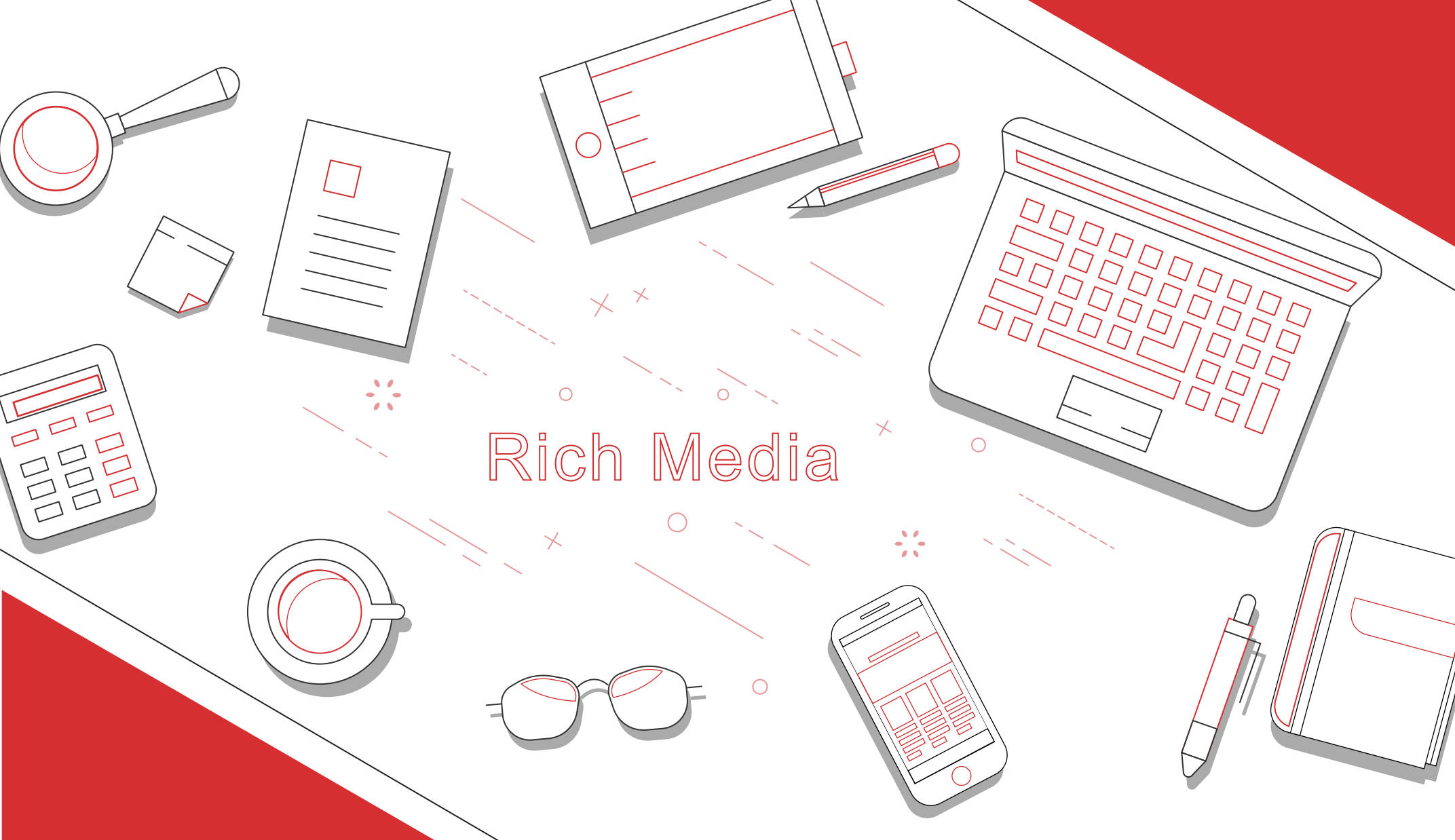


**A**RTICLE BANNER **M**EDIUM RECTANGLE

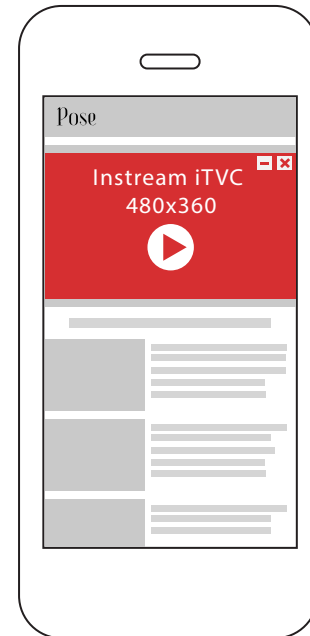
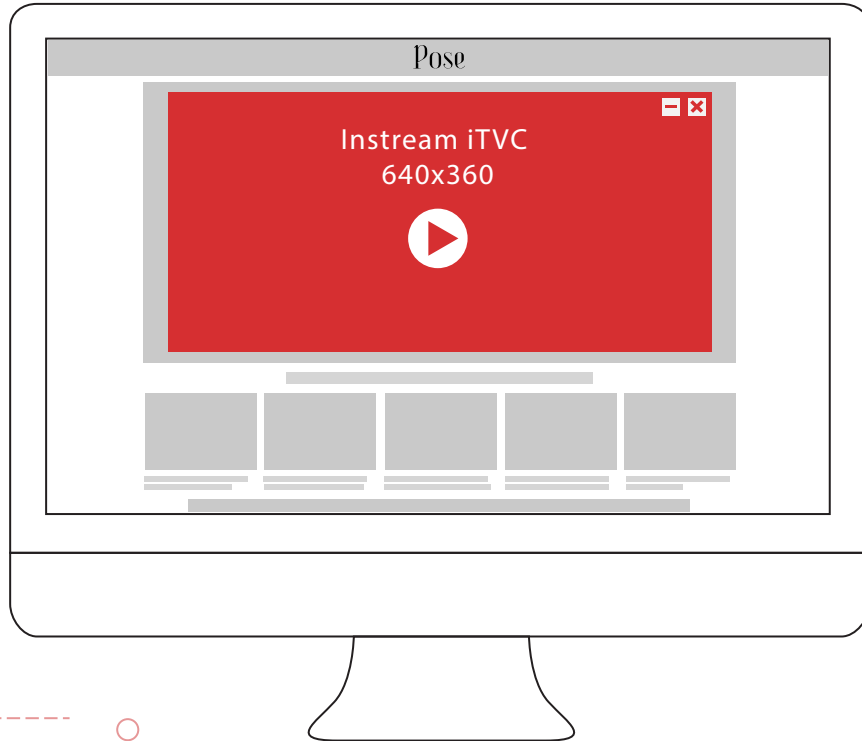
NAME	SIZE(PIXELS)	DISPLAY	SHARE	PRICE PER WEEK
Article banner	300 x 150	Display throughout Pose's Article page	2	12,000,000
Medium rectangle	300 x 250	Display throughout Pose's Article page	2	8,000,000



# Rich Media

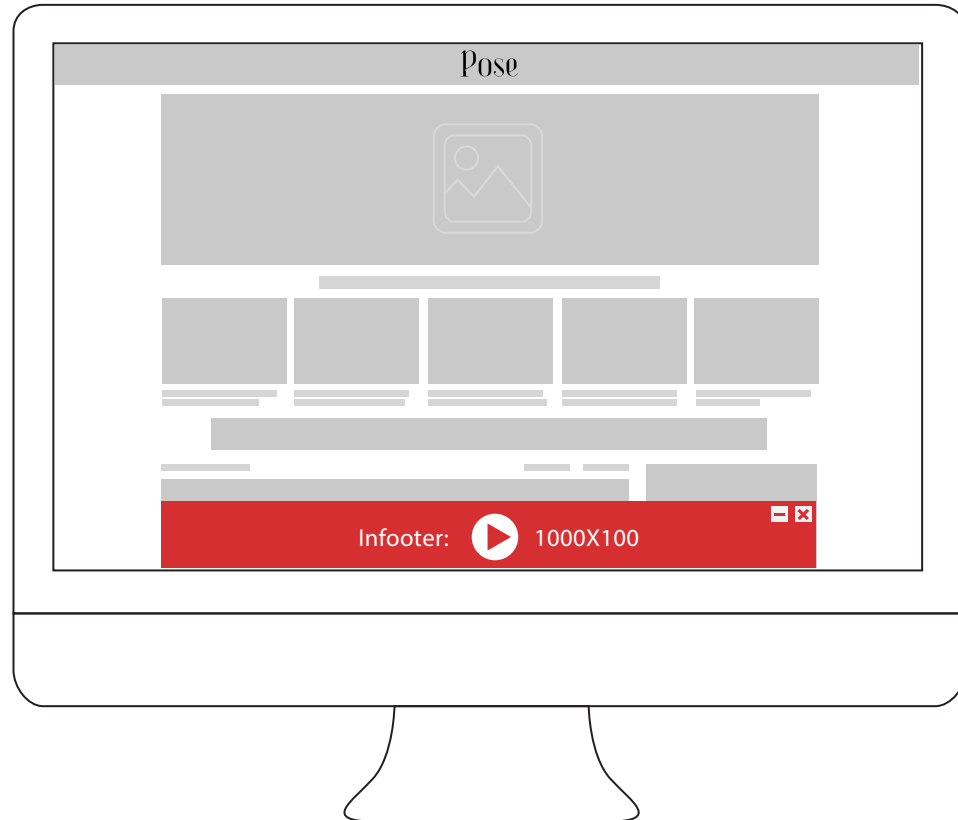


NAME	SIZE(PIXELS)	DISPLAY	PRICE CPM
Instream iTVC	640/480x360	display before/middle/after video stream	55,000(15s)
			65,000(30s)



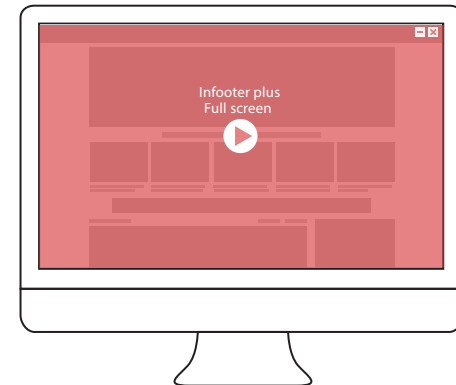
## INFOOTER

NAME	SIZE(PIXELS)	DISPLAY	SHARE	PRICE PER WEEK	PRICE CPM
Infooter	1000X100	Display in the footer of the page	3	12,000,000	35,000



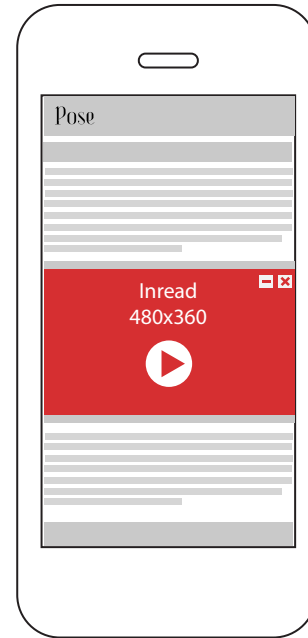
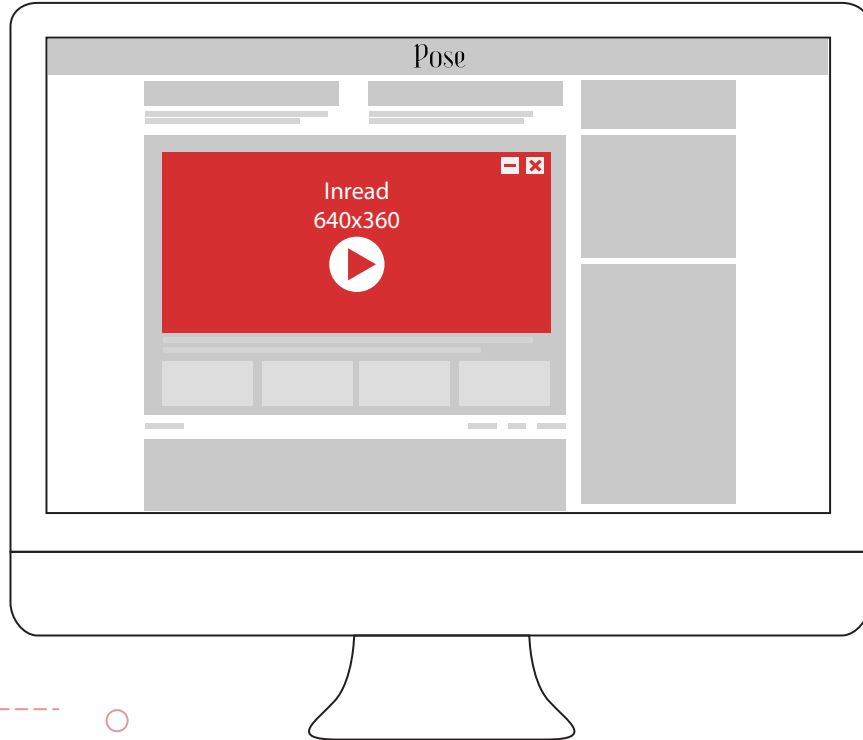


NAME	SIZE(PIXELS)	DISPLAY	SHARE	PRICE PER WEEK	PRICE CPM
Infoter plus	1000x100 1000x250	Display in the footer of the page. When user scrolls page down, the ad will be expanded to 1000x250 after the first page, and shrink back to 1000x100 when user scrolls up.	3	18,000,000	52,000



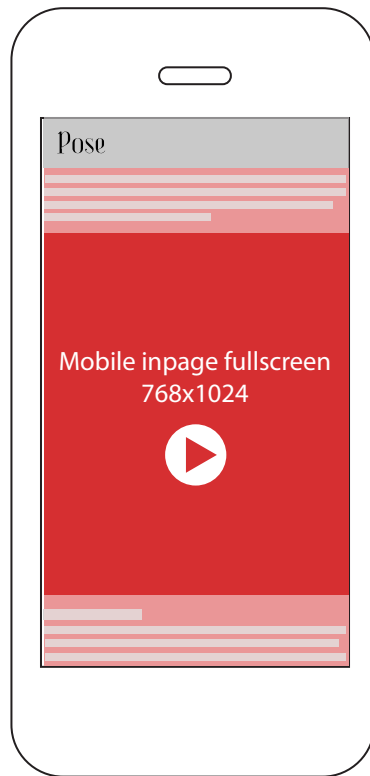
**NREAD**

NAME	SIZE(PIXELS)	DISPLAY	PRICE CPM
Inread	640/480x360	Display in the middle of article	40,000

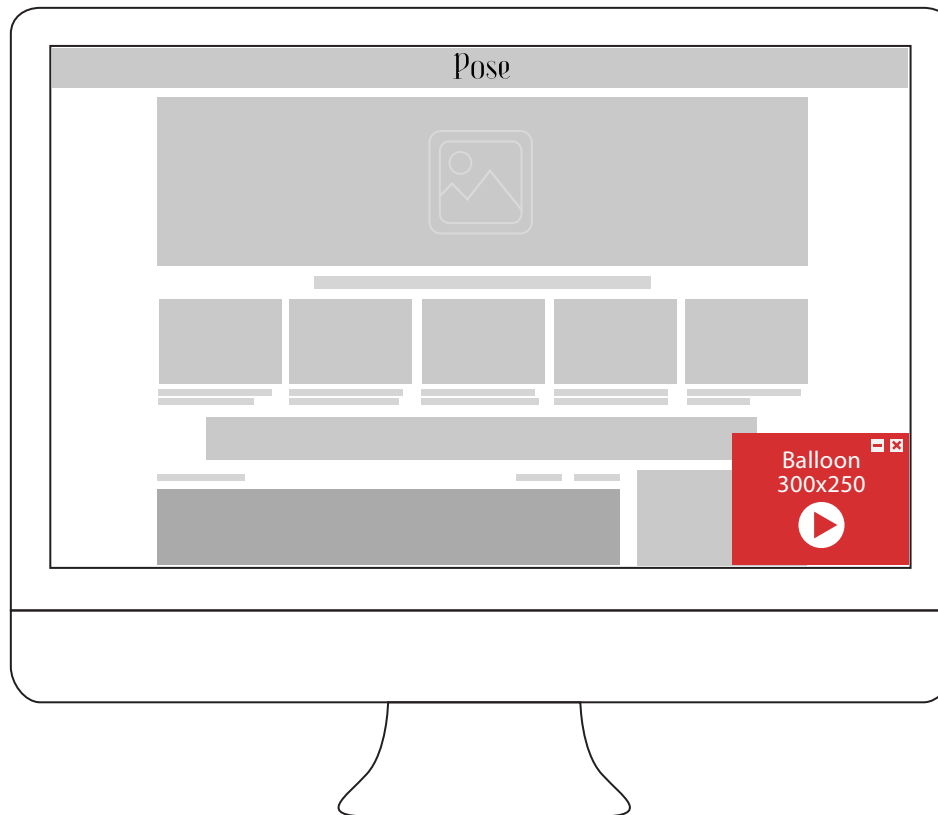


**M**OBILE INPAGE FULLSCREEN

NAME	SIZE(PIXELS)	DISPLAY	PRICE CPM
Mobile inpage fullscreen	320x480 480x320 768x1024 1024x768	Display in the middle of article during the reading of user	35,000

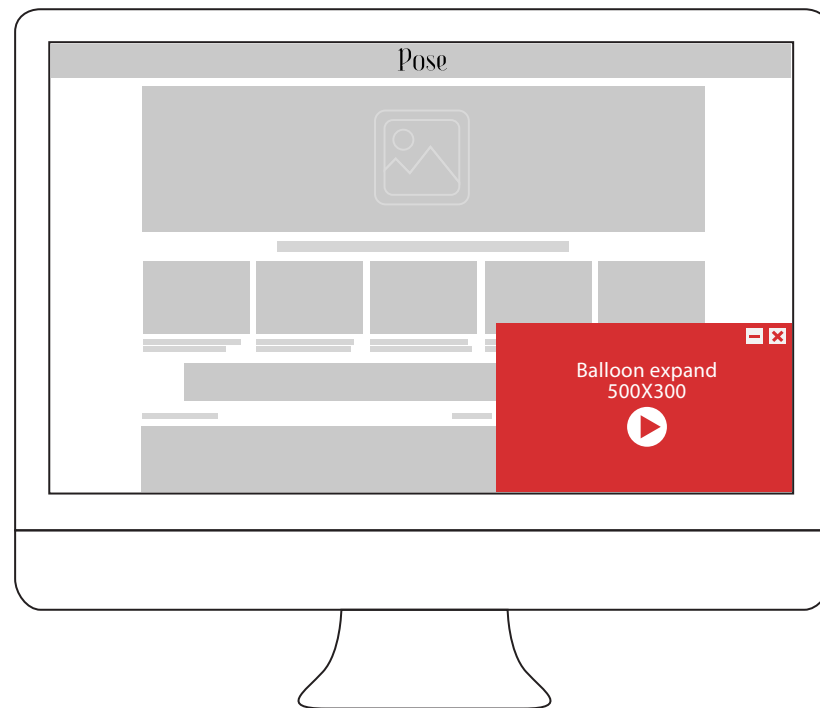
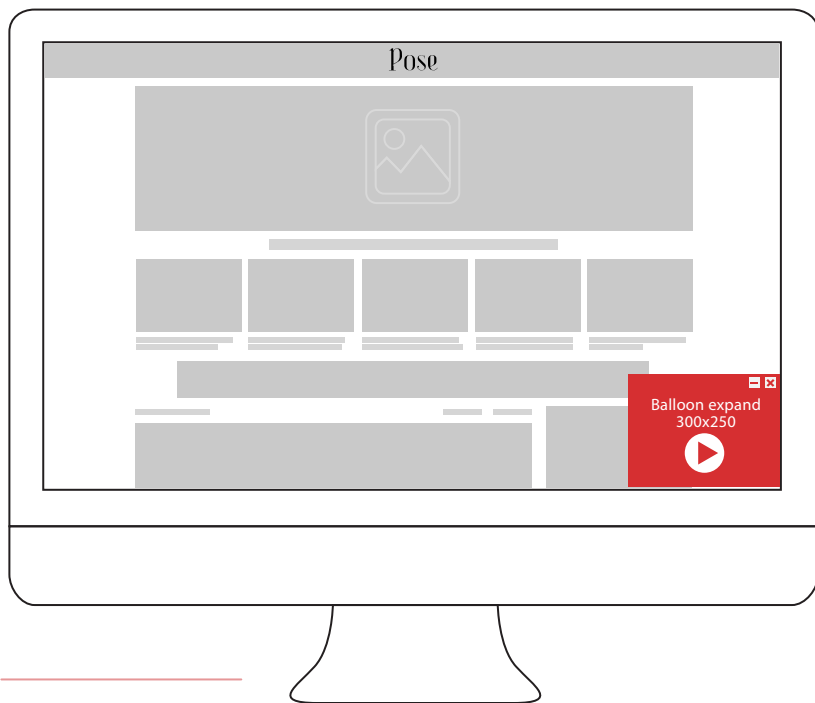


NAME	SIZE(PIXELS)	DISPLAY	PRICE CPM
Balloon	300 x 250	Display in the bottom-right corner of the page	15,000



**B** BALLOON EXPAND

NAME	SIZE(PIXELS)	DISPLAY	PRICE CPM
Balloon expand	500X300	Display in the bottom-right corner of the page, expand to 500x300 if user hovers mouse after 3 seconds	19,000



**C**ONTACT

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