

MAG THE WEEKLY ONLINE EDITION

ADVERTISING RATES

Package#1-Home page Banners & Buttons					
(Rates are in US\$)					
Duration	Full Banner (468*60 pixels)	Half Banner (234*60 pixels)	Button (120*90 pixels)	Vertical Banner (120*240 pixels)	Leaderboard (728*90 pixels)
1 Month	US \$ 700	US \$ 300	US \$ 100	US \$ 150	US \$ 1,000
03 Months	US \$ 1,000	US \$ 450	US \$ 170	US \$ 300	US \$ 2,000
06 Months	US \$ 1,800	US \$ 800	US \$ 250	US \$ 500	US \$ 3,000
12 Months	US \$ 3,200	US \$ 1,500	US \$ 350	US \$ 600	US \$ 4,000
Package#2-Home page Rectangles, Pop-Ups & Skyscrapers					
(Rates are in US\$)					
Duration	Rectangle (250*250 pixels)	Pop-Ups (250*250 pixels)		Full Skyscraper (120*600 pixels)	Half Skyscraper (120*300 pixels)
1 Month	US \$ 400	US \$ 2,000		US \$ 500	US \$ 200
03 Months	US \$ 600	US \$ 3,000		US \$ 800	US \$ 350
06 Months	US \$ 1,000	US \$ 4,000		US \$ 1,000	US \$ 550
12 Months	US \$ 1,800	US \$ 5,000		US \$ 1,500	US \$ 650
Package#1-Other Pages Banners & Buttons					
(Rates are in US\$)					
Duration	Full Banner (468*60 pixels)	Half Banner (234*60 pixels)	Button (120*90 pixels)	Vertical Banner (120*240 pixels)	Leaderboard (728*90 pixels)
1 Month	US \$ 350	US \$ 150	US \$ 50	US \$ 75	US \$ 500
03 Months	US \$ 500	US \$ 225	US \$ 85	US \$ 150	US \$ 1,000
06 Months	US \$ 900	US \$ 400	US \$ 125	US \$ 250	US \$ 1,500
12 Months	US \$ 1,600	US \$ 800	US \$ 175	US \$ 300	US \$ 2,000
Package#2-Other pages Rectangles, Pop-Ups & Skyscrapers					
(Rates are in US\$)					
Duration	Rectangle (250*250 pixels)	Pop-Ups (250*250 pixels)		Full Skyscraper (120*600 pixels)	Half Skyscraper (120*300 pixels)
1 Month	US \$ 200	US \$ 1,000		US \$ 250	US \$ 100
03 Months	US \$ 300	US \$ 1,500		US \$ 400	US \$ 175
06 Months	US \$ 500	US \$ 2,000		US \$ 500	US \$ 275
12 Months	US \$ 900	US \$ 2,500		US \$ 700	US \$ 325
TEXT LINK ADVERTISING					
@Home Page	! Maximum 50 Characters ! With one URL Link ! 12 font size				US \$ 75 per month
@Other pages	! Maximum 50 Characters ! With one URL Link ! 14 font size				US \$ 40 per month
Click through based advertising					
(Rates are in US\$)					
Advertising Tariff Pay Per Click					
@Rs.6 (0.10 USD \$) From 20,000 Clicks to 50,000 Clicks @Rs.4 (0.07 USD \$) From 50,000 Clicks to 1,00,000 Clicks					

IMPRESSION TARIFF					
Home page Banners & Buttons					
(Rates are in US\$)					
IMPRESSION	Full Banner (468*60 pixels)	Half Banner (234*60 pixels)	Button (120*90 pixels)	Vertical Banner (120*240 pixels)	Leaderboard (728*90 pixels)
50,000	US \$ 300	US \$ 200	US \$ 100	US \$ 130	US \$ 1,200
100,000	US \$ 450	US \$ 300	US \$ 160	US \$ 220	US \$ 2,200
3,00,000	US \$ 550	US \$ 400	US \$ 300	US \$ 350	US \$ 3,500
5,00,000	US \$ 700	US \$ 550	US \$ 450	US \$ 500	US \$ 4,500
10,00,000	US \$ 1,000	US \$ 800	US \$ 650	US \$ 700	US \$ 5,500
IMPRESSION TARIFF					
Home page Rectangles, Pop-Ups & Skyscrapers					
(Rates are in US\$)					
Duration	Rectangle (250*250 pixels)	Pop-Ups (250*250 pixels)	Full Skyscraper (120*600 pixels)	Half Skyscraper (120*300 pixels)	
50,000	US \$ 250	US \$ 1,500	US \$ 150	US \$ 75	
100,000	US \$ 350	US \$ 2,000	US \$ 250	US \$ 100	
3,00,000	US \$ 450	US \$ 2,500	US \$ 350	US \$ 150	
5,00,000	US \$ 600	US \$ 3,000	US \$ 550	US \$ 250	
10,00,000	US \$ 900	US \$ 3,500	US \$ 750	US \$ 500	
Technical Specifications					
1. JPEG or GIF format, active GIFs and Flash(swf) are acceptable.			3. File size must be less than or equal to 10 Kbytes.		
2. 16 colors preferred.			4. No transparent background.		
			5. Images cannot be image maps.		
Ad Designing Charges					
! Banners, Buttons, Rectangles, Pop-Ups & Skyscrapers			! US \$ 25 each		
PROFILE					
Name of Online Publication			Mag The Weekly		
Member of			JANG GROUP OF PUBLICATIONS		
Monthly Page Views			1.5 Million to 2 Million		
ASIA			60%		
EUROPE			15%		
AMERICA			15%		
OTHERS			10%		

PAYMENTS

We will accept ads with advance payment. Payment can be made through Telex Transfer, Wire transfer, or by Bank Draft in favour of Mag The Weekly (Website) Karachi Pakistan.

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