

RATE CARD MOBILESITE & WEBSITE

MOBILESITE WEEKLY

No.	Banner	Size	Position	Home	Theaters	Synopsis	Film		Info 21
							Now Playing	Coming Soon	
1	Extra Large Banner	460 x 115	Top 1	-	10,000,000	6,000,000	4,500,000	4,500,000	3,000,000
			Top 2	10,000,000	10,000,000	6,000,000	-	-	2,500,000
			Middle	8,000,000	-	-	-	-	-
			Bottom	8,000,000	8,000,000	5,000,000	2,500,000	2,500,000	2,000,000
2	Large Banner	460 x 76	Top	8,500,000	8,500,000	6,000,000	4,000,000	4,000,000	3,500,000
			Top 2	8,500,000	8,500,000	6,000,000	4,000,000	4,000,000	3,500,000
			Middle	7,500,000	-	-	-	-	-
3	Bottom fix	460 x 76	Bottom	15,000,000	15,000,000	12,500,000	6,500,000	6,500,000	5,000,000

WEBSITE DAILY - STANDARD BANNER

No.	Banner	Leader Board	Top Fix	Bottom Fix	Showcase 1	Showcase 2	Showcase 2 Left	Showcase 3	Pre Roll Video	
		728 x 90	986 x 60	986 x 60	300 x 250	300 x 250	240 x 200	300 x 250	30"	30"
1	Homepage	4,500,000	4,000,000	4,000,000	4,500,000	4,000,000	-	-	-	-
2	Theater	3,500,000	3,500,000	3,500,000	3,500,000	2,500,000	2,500,000	2,500,000	-	-
3	Movie Detail	3,500,000	3,500,000	3,500,000	3,500,000	2,500,000	-	2,500,000	-	-
4	Now Playing	3,500,000	3,500,000	3,500,000	3,500,000	2,500,000	2,500,000	2,500,000	-	-
5	Coming Soon	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	-	-
6	Info 21	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	-	1,000,000	-	-
7	Trailers	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	-	-	7,000,000	7,000,000
8	Movie News Home	750,000	750,000	750,000	750,000	750,000	-	-	-	-
9	Movie News	750,000	750,000	750,000	750,000	750,000	-	-	-	-
10	Review	750,000	750,000	750,000	750,000	750,000	-	-	-	-
11	Gallery Artis	750,000	750,000	750,000	750,000	750,000	-	-	-	-
12	Star	750,000	750,000	750,000	750,000	750,000	-	-	-	-
13	Exclusive	750,000	750,000	750,000	750,000	750,000	-	-	-	-
14	Features	750,000	750,000	750,000	750,000	750,000	-	-	-	-

WEBSITE DAILY - SPECIAL BANNER

No.	Banner	Billboard	Top Fix RMB	Top Fix	Bottom Fix RMB	Bottom Fix	OTP RMB	OTP
		990 x 250	300 x 250	300 x 250	500 x 300	500 x 300	500 x 500	500 x 500
1	Homepage	20,000,000	6,000,000	5,000,000	8,000,000	7,000,000	10,000,000	8,000,000
2	Theater	20,000,000	6,000,000	5,000,000	8,000,000	7,000,000	10,000,000	8,000,000
3	Movie Detail	12,000,000	4,000,000	3,000,000	4,000,000	3,000,000	6,000,000	5,000,000
4	Now Playing	20,000,000	6,000,000	4,000,000	8,000,000	6,000,000	10,000,000	8,000,000
5	Coming Soon	10,000,000	3,000,000	3,000,000	4,000,000	4,000,000	6,000,000	4,000,000
6	Trailers	12,000,000	4,000,000	3,000,000	6,000,000	5,000,000	7,000,000	5,000,000
7	Info 21	10,000,000	3,000,000	3,000,000	4,000,000	4,000,000	6,000,000	4,000,000
8	Movie News Home	7,500,000	2,000,000	2,000,000	3,000,000	3,000,000	5,000,000	3,000,000
9	Movie News	7,500,000	2,000,000	2,000,000	3,000,000	3,000,000	5,000,000	3,000,000
10	Review	7,500,000	2,000,000	2,000,000	3,000,000	3,000,000	5,000,000	3,000,000
11	Gallery Artis	7,500,000	2,000,000	2,000,000	3,000,000	3,000,000	5,000,000	3,000,000
12	Star	7,500,000	2,000,000	2,000,000	3,000,000	3,000,000	5,000,000	3,000,000
13	Exclusive	7,500,000	2,000,000	2,000,000	3,000,000	3,000,000	5,000,000	3,000,000
14	Features	7,500,000	2,000,000	2,000,000	3,000,000	3,000,000	5,000,000	3,000,000

MATERIAL SPECIFICATION :

- 1 Format file for standard banner are flash (swf), jpg and gif
- 2 The maximum size of standard banner is 60 KB, Rich Media Banner (RMB) is 1 MB, and for 21 video (TVC) is 3 MB
- 3 The maximum duration of OTP (Over The Page) is 15 seconds, the control button to close the banner placed at the top right of the banner must be clearly visible

TERM & CONDITION :

- 1 Published rate does not include 10% PPn (Value Added Tax)
- 2 Published rate does not include procurement of advertising material
- 3 Payment due of 7 (seven) days after invoice
- 4 All final material design (banner & articles) must be received by Cinema XXI at least 5 (five) working days in advance of publication date
- 5 The advertising material can be changed up to maximum 2 (two) times in a month
- 6 All advertising material and design are subject to Cinema XXI approval, any material that does not met Cinema XXI requirements will be rejected (i.e. SARA and Pornography, violate the law, morality, spread hatred, or contribute negative impact to Cinema XXI)
- 7 Ads Banner that containing audio may not be activate automatically, control to turn on/off the sound must be clearly visible so the user can activate it by them
- 8 Expandable banner may not automatically expand, must be activated by user through mouse over or click. Close button control to restore the ad in standard position must be clearly visible. The ad must be close automatically if the cursor no longer on the ad or the button control to close the ad is clicked
- 9 PO must be received by Cinema XXI at least 1 (one) working day in advance of publication date
- 10 Reporting of impression and click report will be provided online by 21cineplex.com that can be accessed at any time, or emailed to the client at the end of ads period
- 11 If tracking/serving is not using 21cineplex.com's ad serving, than 21cineplex.com not obligated to provide tracking reports (number of impressions or click). And advertisers agree to exclude the report as a requirement of billing payment
- 12 Cancellation of advertisement must be requested through an official letter/email from the client to Cinema XXI and it is subject to cancellation fee as follows :
 - Cancellation in 14 (fourteen) days before ad placement is 25% of ad net value
 - Cancellation in 7 (seven) days before ad placement is 50% of ad net value
 - Cancellation in 3 (three) days before ad placement is 75% of ad net value
- 13 Rate may change during the time