



RATE CARD MOBILESITE & WEBSITE

MOBILESITE WEEKLY

No.	Banner	Size	Position	Home	Theaters	Film	
						Now Playing	Coming Soon
1	Large Banner	300 x 250	Bottom Fix	12,000,000	12,000,000	5,500,000	5,500,000

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	5,400,000	4,800,000	4,800,000	5,400,000	4,800,000	-	-	-	-
2	Theater	4,200,000	4,200,000	4,200,000	4,200,000	3,000,000	3,000,000	3,000,000	-	-
3	Movie Detail	4,200,000	4,200,000	4,200,000	4,200,000	3,000,000	-	3,000,000	-	-
4	Now Playing	4,200,000	4,200,000	4,200,000	4,200,000	3,000,000	3,000,000	3,000,000	-	-
5	Coming Soon	1,200,000	1,200,000	1,200,000	1,200,000	1,200,000	1,200,000	1,200,000	-	-
6	Info 21	1,200,000	1,200,000	1,200,000	1,200,000	1,200,000	-	1,200,000	-	-
7	Trailers	1,200,000	1,200,000	1,200,000	1,200,000	1,200,000	-	-	8,400,000	8,400,000
8	Movie News Home	900,000	900,000	900,000	900,000	900,000	-	-	-	-
9	Movie News	900,000	900,000	900,000	900,000	900,000	-	-	-	-
10	Review	900,000	900,000	900,000	900,000	900,000	-	-	-	-
11	Gallery Artis		900,000	900,000	900,000	900,000	-	-	-	-
12	Star	900,000	900,000	900,000	900,000	900,000	-	-	-	-
13	Exclusive	900,000	900,000	900,000	900,000	900,000	-	-	-	-
14	Features	900,000	900,000	900,000	900,000	900,000	-	-	-	-

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 3 (three) days before published
- 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.
- 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
- 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
- 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