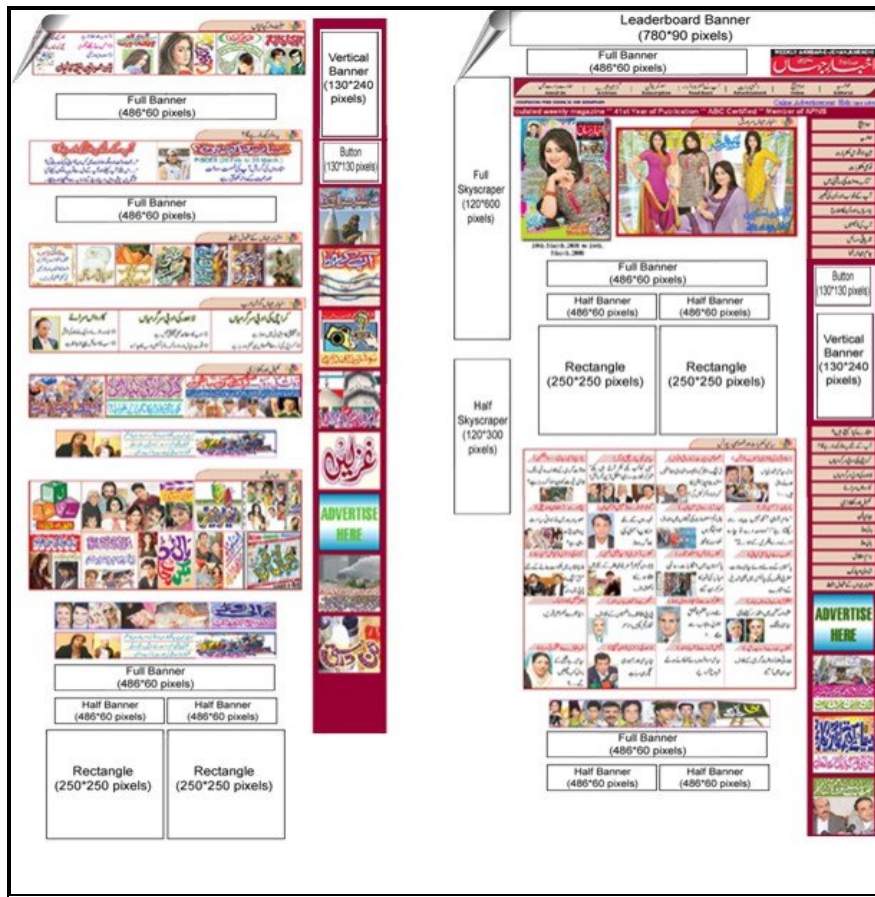


AKHBAR-E-JEHAN ONLINE EDITION ADVERTISING RATES

| Package#1-Home page Banners & Buttons (Rates are in US\$) | | | | | |
|--|--------------------------------|--------------------------------|----------------------------|-------------------------------------|--------------------------------|
| Duration | Full Banner (468*60 pixels) | Half Banner (234*60 pixels) | Button (130*130 pixels) | Vertical Banner (130*240 pixels) | Leaderboard (780*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 page Banners & Buttons

(Rates are in US\$)

| Duration | Full Banner (468*60 pixels) | Half Banner (234*60 pixels) | Button (130*130 pixels) | Vertical Banner (130*240 pixels) | Leaderboard (780*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 | <ul style="list-style-type: none"> • Maximum 50 Characters • With one URL Link • 12 font size | US \$ 75 per month |
| @Other pages | <ul style="list-style-type: none"> • 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 (130*130 pixels) | Vertical Banner (130*240 pixels) | Leaderboard (780*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. 2. 16 colors preferred. | | 3. File size must be less than or equal to 10 Kbytes. 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 | | Akhbar-e-Jehan | | |
| Member of | | JANG GROUP OF PUBLICATIONS | | |
| Monthly Page Views | | 3.5 Million to 4.0 Million | | |
| ASIA | | 60% | | |
| EUROPE | | 15% | | |
| AMERICA | | 15% | | |
| OTHERS | | 10% | | |

PAYMENTS

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