



2010 WORLD CUP SITE

- Dedicated micro-site for 2010 Fifa World Cup
- Profiles of all 32 teams
- • Profiles of all the players
- • Updated fixtures,

results, tables and scorers' lists.

- • Galleries, videos, competitions, downloads
- Live scoring and

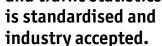
commentary for every

single match

TRAFFIC AND REACH

- Average of 300 000 unique users per month
- • Average of 4.2-million page impressions per month, making www.kickoff.com the biggest soccer site in the country
- • As a member of the Online Publishers

Association, we make use of **Nielsen NetRatings for website** and traffic statistics, which





- 90% Male
- 95% Black readers
- 92% Speak African

languages as mother tongue

- 66% Aged 16-35
- • 50% Earn R5 000 -

R14 000 per month





CPM RATES

| Leaderboard | 728 x 90 pixels | R350 (excl VAT) |
|---------------|------------------|-----------------|
| Skyscraper | 160 x 600 pixels | R280 (excl VAT) |
| Double banner | 468 x 120 pixels | R280 (excl VAT) |
| Island ad | 300 x 250 pixels | R300 (excl VAT) |



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