

THE MALAY MAIL HOMEPAGE (DESKTOP)

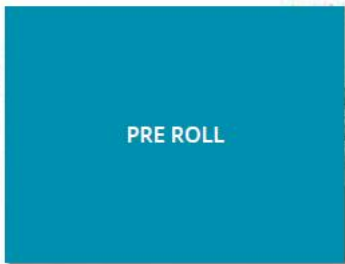
The screenshot shows the Malay Mail desktop homepage with several advertising spots highlighted by blue boxes and arrows:

- LEADERBOARD 728 X 90** (top right)
- LARGE LEADERBOARD 970 X 90** (top right)
- EXPANDABLE LARGE LEADERBOARD 970 X 315** (top right)
- EXPANDABLE LEADERBOARD 728 X 315** (top right)
- PRE ROLL** (center)
- L-REC (I) 300 X 250** (right side)
- EXPANDABLE L-REC 300 X 500** (right side)
- 2015 RECAP** (bottom right)
- ENSOGO** (middle banner)
- what you think** (bottom left section)
- most viewed** (bottom left section)
- SKYSCRAPER 160 X 600** (vertical banner on the right)

The main content area features a headline: "Who will v better ec...". Below it, there are sections for "NEWS MALAYSIA", "THE LEAD STORY", and "READ ALL ABOUT IT". A "2015 RECAP" section is also visible at the bottom right.

SECTIONS (MALAYSIA, WORLD, MONEY OR OPINION)

The screenshot shows the Malaysia Online news website. The main headline is "Malaysian passport ranked ninth best for visa-free travel worldwide". The article text includes: "KUALA LUMPUR, Oct 18 - The Malaysian passport is ninth best in the world for travellers, a survey said, crediting this to the number of visa-free countries its holders can visit out of 218 destinations. It dropped one spot from eighth place last year to share the same ranking as Hungary but still retained the second best in the region after Singapore, which is ranked 10th with 188 destinations. According to the Henley & Partners 2013 Visa Mobility Index, holders of Malaysian passports can travel to 163 countries without a visa, compared to top-ranked Germany and the United Kingdom whose passport holders can access 174 destinations visa free. The annual index, produced in collaboration with the International Air Transport Association, ranks countries according to the number of other countries that their citizens can travel to, without having to obtain a visa. Finland, Sweden and the United States, which last year shared the top rank, are now in second place, with 172 destinations accessible without a visa. Denmark, France, Italy, Japan, South Africa, Luxembourg, Netherlands and Norway are jointly in the third spot with 171 visa-free destinations. In this year's index, Hong Kong ranked 18th with visa-free access to 152 countries, Thailand ranked 23rd with visa-free access to 96 countries, Philippines ranked 29th with visa-free access to 69 countries while Indonesia took 67th place with visa-free access to 56 countries. There are 213 destination countries featured in total, with the maximum attainable score of 218 points are not assigned for a national heading to its own country. The amount of international passport evaluated were 165 - the 193 Member States of the United Nations, China Taipei, Republic of China Taiwan, Albania, Palestinian Territory, Vatican City, Holy See (Vatican City), Kosovo (Kosovo), and San Marino (San Marino)."



SECTIONS (Eat/Drink, Features, Read, Travel OR Showbiz)

The screenshot shows a news article on the 'malaymail online' website. The main headline is 'Starbucks has a secret society for its Pumpkin Spice Latte lovers'. The article text includes: 'Starbucks has a secret society for its Pumpkin Spice Latte lovers', 'The Pumpkin Spice Latte which has its own 'fan club' product, has unveiled a loyal following and has sent out invitations to its most dedicated fans to be part of the secret society called the 'Orange Dream Society'. If you manage to gain entry into this club, you'll receive a single orange limited time which carries the words 'Team PSL' embossed on it in white. To become a member of the society, fans need to sign up via a link sent out via Twitter but now the website shared that from this, in all of our reports. Starbucks employees and Pumpkin Spice Latte fans have expressed their overwhelming passion for the drink by sharing photos of the orange dream on social media. Before you get your hopes high to join the club, it's worth noting that it's only available in America.' The article also features a 'Recommended' section with three items: 'Futile to seek non-confidence vote against PM, Anwar says (VIDEO)', 'Action against TERAS what for Bank Negara integrity, Zeti says', and 'DUMI will prove senior manager's sacrifice to 'Wah' tragedy' total. There are also 'You May Like' and 'MORE STORIES FOR YOU:' sections. The page includes navigation bars at the top for 'LEADERBOARD 728 X 90' and 'LARGE LEADERBOARD 970 X 90', and a 'PRE ROLL' section at the bottom.



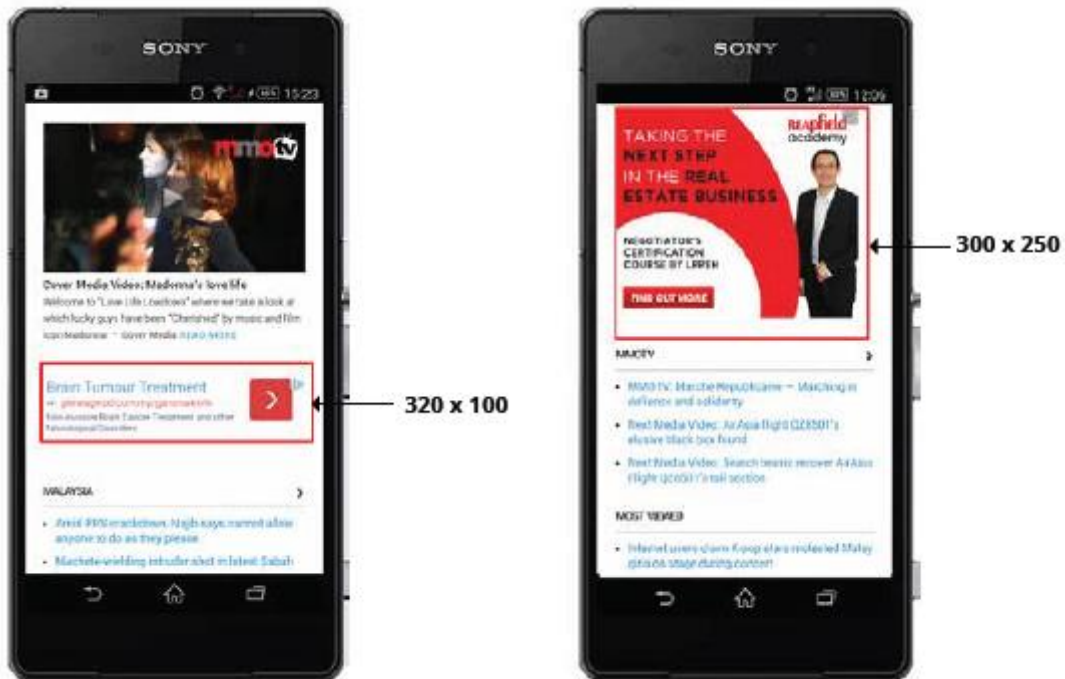
Sections (Tech/Gadget, Sports OR Drive)

The screenshot shows the 'malaymail online' website interface. At the top, there are navigation links for 'LEADERBOARD 728 X 90' and 'LARGE LEADERBOARD 970 X 90'. The main content area features a large article titled 'US Open Squash championship: Nicol in quarter-finals' with a sub-headline 'L-REC (I) 300 X 250'. The article includes a photo of a squash player and text describing the match. To the right, there is a sidebar with 'RELATED ARTICLES' and 'MORE STORIES FOR YOU'. At the bottom of the page, there is a 'PRE ROLL' section with a blue background and white text.

MMOTV

The screenshot displays the MMOTV website interface. At the top, there is a navigation bar with 'malaymail online' and a 'LEADERBOARD' section. Below this is a navigation menu with categories like 'NEWS', 'MALAYSIA', 'WORLD', 'SPORTS', 'LIFE', 'ENTERTAINMENT', 'BUSINESS', 'TECHNOLOGY', 'TRAVEL', 'HEALTH', 'FOOD', and 'GALLERY'. The main content area features a large video player with a 'PRE ROLL' advertisement titled 'Do colours really affect our emotions?'. To the right of the video player are sections for 'PREVIOUS VIDEO' and 'NEXT VIDEO'. Below the video player is a 'RELATED NEWS' section. The bottom part of the page shows a grid of video thumbnails under the heading 'MORE FROM LIFE'. A banner for 'No Cash? No Worries!' is also visible.

THE MALAY MAIL MOBILE ADS



Ad Unit	Banner Size	File Size	Location	Weekly Rates (RM)
Home Page (Normal Buy)				
Large Leaderboard	970 X 90	< 120 KB	Top	4,000/week
Expandable Large Leaderboard	970 x 90 to 970 X 315	< 120 KB	Top	5,200/week
Leaderboard	728 X 90	< 120 KB	Top	4,000/week
Expandable Leaderboard	728 x 90 to 728 X 315	< 120 KB	Top	5,200/week
Large Rectangle 1	300 X 250	< 120 KB	Top	4,000/week
Expandable Large Rectangle 1	300 x 250 to 300 X 500	< 120 KB	Top	5,200/week
Pre-Roll	NA	< 120 KB	Top	2,000/week
Skyscraper	160 X 600	< 120 KB	Bottom	3,800/week
Sections (Malaysia, World, Money OR Opinion)				
Large Leaderboard	970 X 90	< 120 KB	Top	4,000/week
Leaderboard	728 X 90	< 120 KB	Top	4,000/week
Large Rectangle 1	300 X 250	< 120 KB	Top	4,000/week
Large Rectangle 2	300 X 250	< 120 KB	Bottom	2,800/week
Pre-Roll	NA	< 120 KB	Bottom	2,000/week
Editorial	NA	Article + Pictures	Section	5,000/week
Sections (Eat/Drink, Features, Read, Travel OR Showbiz)				
Large Leaderboard	970 X 90	< 120 KB	Top	3,000/week
Leaderboard	728 X 90	< 120 KB	Top	3,000/week
Large Rectangle 1	300 X 250	< 120 KB	Top	3,000/week
Large Rectangle 2	300 X 250	< 120 KB	Bottom	1,500/week
Pre-Roll	NA	< 120 KB	Bottom	2,000/week
Editorial	NA	Article + Pictures	Section	5,000/week
Sections (Tech/Gadget, Sports OR Drive)				
Large Leaderboard	970 X 90	< 120 KB	Top	2,500/week
Leaderboard	728 X 90	< 120 KB	Top	2,500/week

Large Rectangle 1	300 X 250	< 120 KB	Top	2,500/week
Large Rectangle 2	300 X 250	< 120 KB	Bottom	1,000/week
Pre-Roll	NA	< 120 KB	Bottom	2,000/week
Editorial	NA	Article + Pictures	Section	5,000/week
MMO TV				
Leaderboard	728 X 90	< 120 KB	Top	2,000/week
Large Rectangle 1	300 X 250	< 120 KB	Top	2,000/week
Pre-Roll	NA	< 60 secs	Bottom	2,000/week
Mobile				
Leaderboard	320 X 100	< 15 KB	Top	4,500/week
Large Rectangle 1	300 X 250	< 15 KB	Top	4,500/week