



India's first daily, dynamically populated events and entertainment newsletter from Explocity.com, **MyTime** is available in Mumbai, Chennai, Delhi, Kolkata, Hyderabad and Bangalore, as well as Dubai and New York. **MyTime** contains hot and happening events in these cities every day. **MyTime** has a subscriber base of more than 100,000* and is poised to become India's #1 events newsletter. **MyTime** is mailed to an ever-growing subscriber base that chooses to receive info on eating out, nightlife, shopping sales and discounts, movies, art exhibitions, workshops, theatre, exhibitions, music and much, much more.

PER CITY ADVERTISING RATES

| Newsletter* | W x H px | Format | Weight | Daily | Weekly | Monthly |
|-----------------------|---|---------------|--------|--|----------|---------------------------------|
| Top Banner | 480 x 60 | GIF/Flash | 20 kb | Rs 3000 | Rs 17500 | Rs 60000 |
| Half Banner | 234 X 60 | GIF/Flash | 20 kb | Rs 1500 | Rs 8750 | Rs 30000 |
| Top Panel | 138 x 129 | GIF/Flash | 20 kb | Rs 2000 | Rs 11500 | NA |
| Panel Position 2 to 5 | 138 x 129 | GIF/Flash | 20 kb | Rs 1500 | Rs 8750 | NA |
| Skyscraper 3 Panel | 160 x 600 | GIF/Flash | 20 kb | Rs 4250 | Rs 24500 | NA |
| Skyscraper 2 Panel | 120 x 240 | GIF/Flash | 20 kb | Rs 2750 | Rs 12250 | NA |
| EDMs | Width 740 (Height according to creative) | GIF/JPG /HTML | 150 kb | There should be no CSS in the source file. | | Rs. 0.50 per receipt per mailer |

* Based on current mailing list



TERMS & CONDITIONS

Contract cancellation will be charged for at 50% of balance of contract value. Notice of cancellation must be submitted in writing. Public Service and charity-oriented advertising will be given 50% discount - no commissions are payable in this case. We accept all material in good faith. Any transgressions/non-compliances and claims arising there from are solely at the risk of the advertiser and/or their agents. We will not accept any material that promotes ethnic, racial or colour bias, social divisiveness, religion, creed. We will not be responsible for errors or omissions, production or reproduction flaws, delays of mail/courier and any other matter beyond our direct control. We reserve the right to accept, reject, re-classify or edit any material. In any discrepancy or in interpretation, these terms prevail. Penalty @24% per annum will be charged on delayed payments. Advertisements for which payments are delayed are liable to be discontinued. The rates are valid from April 01, 2009. Rates subject to change without prior notice. (One month's notice in the case of mid-term increase during contract period). Any artwork made by us will be charged extra. All contracts are subject to our standard terms and conditions.

SUBSCRIBER BREAK-UP*

| | |
|-----------|--------|
| Bangalore | 40,410 |
| Chennai | 36,900 |
| Hyderabad | 20,230 |
| Kolkata | 7,140 |
| Mumbai | 19,640 |
| Delhi | 15,500 |

*Subscriber break-up as April 01, 2009. Numbers increase every day. Ask for daily numbers.

TECH SPECS

- Resolution** : 72 dpi at exact screen dimensions of ad size.
- Animation** : 3 loops maximum, upto 7 seconds per loop.
- URL Link** : Must be provided when ad is submitted.



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DEADLINES

We must receive all bookings and materials one week prior to the first appearance of the ads.

Send creatives to mytime@explocity.com