



**SOCCER
PUNTER**

Advertising Rate Card

www.soccerpunter.com

SoccerPunter Pte. Ltd.
14 Robinson Road
Far East Finance Building
#13-00
Singapore 048545
Tel: +65 3150 3880
Fax: +65 6319 8190



Why Online Advertising?

Global Internet usage continues its massive growth with Internet advertising matching this expansion.

Internet advertising offers a unique opportunity to combine:

- “pull” advertising
- “push” advertising involving a strong call-to-action
- display advertising for brand positioning

And Internet advertising works for you around the world, 24 hours a day, 7 days a week, 365 days a year.

Why SOCCERPUNTER?

SoccerPunter is extremely effective at reaching your target market.

- SoccerPunter has a large and dedicated audience that keeps on growing (over 25,000 new people visit the site from top search engines like Google and Yahoo!)
- SoccerPunter gives you all the benefits of directory and display advertising
 - mix and match to meet your specific requirements
- SoccerPunter has a range of advertising solutions to suit every marketing need – and every business budget

Advertisers who partner with SoccerPunter are instantly associated with the same credibility and integrity that attracts visitors to our site in the first place.

SoccerPunter is awarded with Hitwise Top 10 Awards for consecutive Years in 2007 and 2008.



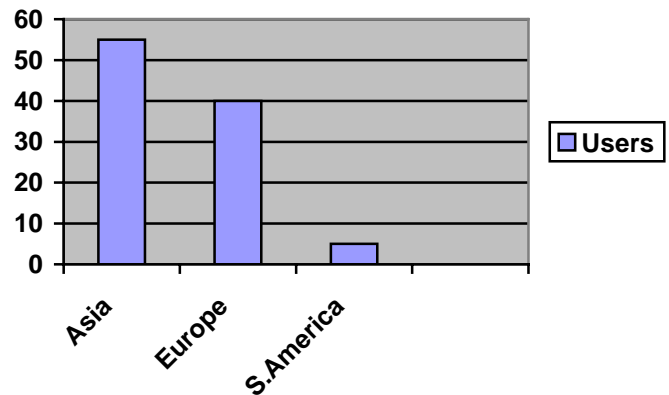
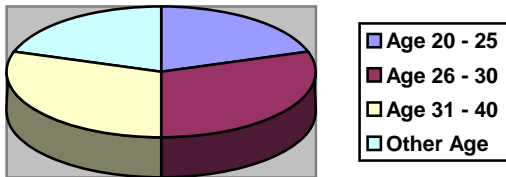
The Hitwise Singapore Top 10 Awards Programme celebrates the most successful Singapore websites in 160+ online industries. As Hitwise reports on the anonymous online usage and search behaviour of more than 1.5 million Singapore Internet users—the largest online sample of its kind—this unique awards programme recognises excellence in online performance through public popularity.

See <http://www.soccerpunter.com/advertising.php> for full awards details.



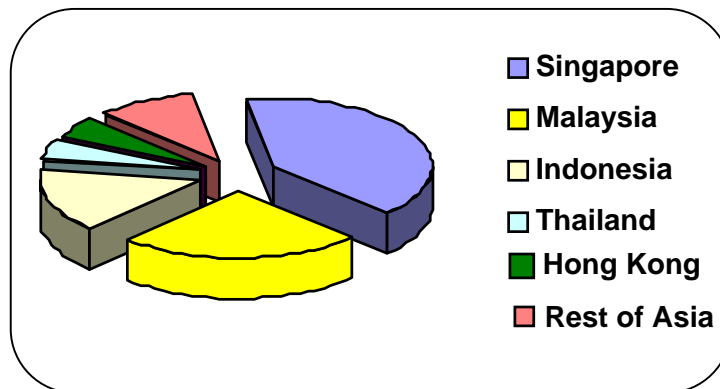
Who Uses SOCCERPUNTER?

- Users' age group are from 20 to 60 years old.
- 85% are male and 15% are female.
- 55% from **Asia**
 - Singapore, Malaysia, Indonesia, Thailand and Hong Kong.
- 40% from **Europe and Other Continents**
 - United Kingdom (UK), Australia, Germany, Italy, Bulgaria, Canada, Romania, Spain, Croatia Poland, South Africa, Greece, Czech Republic, Australia, Israel, France, Turkey, Mauritius, Russia, Republic of Ireland
- 5% from **South America**
 - USA and Brazil.



Asian gaming markets will continue to be of significant appeal for operators pursuing the opportunities in this economically expanding and dynamic regional market.

A report released by international consulting firm PricewaterhouseCoopers forecasts that revenue from casinos and other gambling venues in Asia will grow by 14% a year by 2010 — making it the fastest-growing gaming market in the world.





Advertising Options

SoccerPunter offers a choice of advertising packages to suit different promotional goals, helping advertisers to tap on our reach to meet their marketing objectives. It can be from building brand awareness, increasing site traffic, creating customer loyalty and relationships or influencing preferences. Advertisers can be sure that our websites will have the suitable package to satisfy their campaign needs.

No need to search anymore for networks or affiliates as SoccerPunter offers one of the largest diversely rich gambling related channels in the market today. Whether your website focuses on:

- poker
- sports betting
- bingo
- lottery
- horse racing
- casino

SoccerPunter can bring you premium exposure.

With our great optimization skills and industry leading experience we have managed to convert well for all gaming advertisements. We support all standard ad formats: banner images, Flash, rich media, video pre-roll.

Advertising options include:

•GEO-Targeting

Targeting ads based on the the location of your website visitors can lead to higher click through rates by allowing you target advertising on those most likely to respond. Similarly, many advertisers only want to display their campaigns to people in specific countries.

•Cost Per Thousand (CPM)

CPM is the standard web advertising cost model. It is used by Internet marketers to price ad banners. We will guarantee an advertiser a certain number of impressions (number of times an ad banner is downloaded and presumably seen by visitors.), then set a rate based on that guarantee times the CPM rate. Our rate from USD \$6/CPM to USD \$10/CPM.

• Interactive Message Unit (IMU)

300x250 pixels Flash creative. Highly interactive with information tabs and multi-media capabilities. Runs in Article pages only.

• Text Advertorials

Content-driven ad on site masthead. Lead in from tile banner or text link (on tile banner) on homepage.

• Poll

Find out what your customer thinks. Use this interactive tool to elicit feedback from SoccerPunter surfers.

• Electronic Direct Marketing (eDM)

Dedicated email blast to SoccerPunter's database of registered users.

• Sponsorship

Integrates an advertiser's message with content on an exclusive or non-exclusive basis. Identified by "Brought to you by..." or "Sponsored by..." messages.

Soccer Statistics Competition Page



1 MANSION88 Exclusive: **FREE 30% Sign Up Bonus Up to SGD \$188!**
 Click Here to Register at Mansion88 and Get the Free Bets
 SINGAPORE: Saturday, August 22, 2009

Home About Us Bet Help Soccer Predictions Contact Us Bookmakers Casino and Poker Soccer Stats Tipsters Competition																																						
Members Login Registered Members: 9483 Not registered yet? Register now to enjoy our services! It's FREE! User: <input type="text"/> Pass: <input type="password"/> <input type="button" value="Login"/> Forget your password?		English Premier League 2009-2010 Soccer Statistics and Results SoccerPunter > Soccer Statistics > England > English Premier League 2009-2010 <div style="border: 1px solid black; padding: 5px;"> English Premier League 2009-2010 English Premier League 2009-2010 Results and Match Fixtures </div> Head To Head Stats Select two teams to compare their past head-to-head results. Arsenal Arsenal all <input type="button" value="Show"/> <p>3 Click Here for English Premier League 2009-2010 Live Score SoccerPunter provides the fastest and latest live score updates.</p> Upcoming Fixtures for English Premier League and Live Soccer Betting Odds Create your own English Premier League soccer predictions by doing your own soccer analysis through the comprehensive football data and tools we provide to you FREE! <ul style="list-style-type: none"> Click on a match below and you can view its <u>opening odds, odds fluctuation and complete odds movement</u>. Or you can choose a specific bookmaker and view their latest soccer odds. If you select "all bookmakers", then it will display the highest odds available for the match. Click on the odds and you will be directed to the bookmaker's website to sign up. We compile three popular betting types in Fixed Odds (1x2), Asian Handicap and Total Goals (Over / Under). If you want to check asian handicaps odds, click on the Asian Handicap tab. <div style="border: 1px solid black; padding: 5px; margin-top: 10px;"> 4 Click Here and Place Your Bet for English Premier League in SoccerPunter Tipsters Competition. Stand to Win Prizes Up to SGD \$1,300 Every Month! </div>																																				
Highly Recommended Asian Handicap and Live Betting Bookmaker 188Bet is a very strong and popular bookie among Asia and Europe punters! BEST for its live betting platform, over 1,000 in-running matches weekly. Bet Live on Fixed Odds, Asian Handicap and Total Goals (Over / Under) !		Top Bookmaker 15% Free Betting Bonus For New Customers <div style="border: 1px solid black; padding: 5px; background-color: #006633; color: white;"> bet365 Omiya ... 7.00 Draw 3.50 JEF Utd ... 1.53 Live In-Play! </div> <p>Open an account with Bet365 now and you will get 15% deposit bonus worth of free bets up to a maximum of \$500 (or currency equivalent)!</p> <p>Bet365 allows you to place live betting on Fixed Odds, Asian Handicap, Total Goals, Team to Score Next Goal and much more! Win easily if you watch the match and bet live.</p> <p>Click Here to Sign Up for Exclusive Bet365 Free Bonus!</p> Past Soccer Results and Soccer Match Fixtures Click on the date to view the past soccer results or upcoming match fixtures. SELECT MATCH DATE <input type="text"/>																																				
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Ad Rate

- 1) Leaderboard (468x60 pixels): USD \$2,000 per month
- 2) Square Banner (120x120 pixels): USD \$1,200 per month
- 3) Vertical Ad (120x240 pixels): USD \$1,800 per month
- 4) Text Link Promo (3 Lines, 15 characters/line): USD \$600 per month

Live Score Page



www.M88HELP.net



MANSION88 Exclusive: FREE 30% Sign Up Bonus Up to SGD \$188!
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Members Login
 Registered Members: 9483
 Not registered yet?
 Register now to enjoy our services! It's FREE!

User:
 Pass:

Forgot your password?

Bet365 Exclusive Betting Promotion
15% Free Betting Bonus For New Customers

bet365

Omiya ...
4.00

Draw
1.50

JEF Utd ...
6.00

Live In-Play!

Open an account with Bet365 now and you will get 15% deposit bonus worth of free bets up to a maximum of \$500 (or currency equivalent)!

Live Soccer Results / Fast and Accurate Live Scores

- Do not refresh the page. The live score will auto update instantly.
- Hear a sound whenever a goal is scored!
- Tick the box on POPUPS if you want a small popup to appear when there is a goal.
- **Yesterday Match Results**

Today Soccer Stats and Live Odds Movement

Choose a competition below and you can view the upcoming matches soccer odds. Inclusive the opening odds, odds fluctuation and complete odds movement for all the matches.

Also included are past matches results for half-time and full-time scores, match fixtures, head to head results, league tables, team forms and much more!

--- Please choose a soccer competition ---

Argentina Primera Division 2009-2010	4	Iceland Premier League-2009	5
Australia A League 2009-2010	2	International Friendly-2009	2
Austria Bundesliga 2009-2010	2	Ireland Eircom Premier League-2009	1
Austria Erste 2009-2010	1	Ireland 1st Division-2009	3
Belarus Premier League-2009	5	Italy Serie A 2009-2010	2
Belgium Jupiler League 2009-2010	5	Italy Serie C1A 2009-2010	9
Belgium 2nd Division 2009-2010	1	Italy Serie C1B 2009-2010	8
Belgium Cup 2009-2010	14	Israel Premier League 2009-2010	1
Brazil Serie-A-2009	3	Japan J League-2009	4
Brazil Serie-B-2009	6	Japan J League Division-2-2009	6
Bulgarian Football League 2009-2010	3	Korea K League-2009	1
Canada Soccer League-2009	1	Latvia 1st Division-2009	3
Chile Primera Division-2009	3	Lithuania 1st Division-2009	3
China Super League-2009	5	Mexico Primera Division 2009-2010	7
Czech Republic 1st Division 2009-2010	6	Norway Tippeligaen-2009	1
Czech Republic 2nd Division 2009-2010	2	Poland 1st Division 2009-2010	2
Croatia 1st Division 2009-2010	5	Poland 2nd Division 2009-2010	5
Denmark SAS Ligaen 2009-2010	2	Portugal Super Liga 2009-2010	4
Denmark 1st Division 2009-2010	1	Portugal Liga De Honra 2009-2010	6
Egypt League 2009-2010	5	Romania 1st Division 2009-2010	1
English Premier League 2009-2010	6	Russia Premier League-2009	2

Top Bookmaker

188Bet is a very strong and reliable bookmaker for Asian and European soccer bettors!

BEST for its live betting platform, **over 400 in-running matches each week.**

Bet Live on **Asian Handicap and Total Goals (Over / Under)!**

upto
GBP 100!

[Click Here for More Benefits of 188Bet!](#)

- **Higher Odds** on Asian Handicap than most bookies!
- **Easy deposits and fast payouts!**
- **9 currencies** for your choice!
- **Free deposit and withdrawal!**

[Click Here to Qualify for Exclusive 188Bet Bonus!](#)

Win Prizes in Soccer Tipster Competition
 Are you an expert soccer tipster?



Ad Rate

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- 2) Vertical Ad (120x240 pixels): USD \$1,200 per month
- 2) Square Banner (120x120 pixels): USD \$1,000 per month



SoccerPunter Homepage



1 **10Bet: Massive Live Betting Soccer Matches on 1X2, Asian Handicap!**
 Register Now and Get 30% Deposit Bonus Up to 100 Euros of Free Bets!
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Click here for the rankings.</p> <p>Register now and be a soccer tipster to win prizes of every month!</p> <table border="1"> <thead> <tr> <th>#</th> <th>Tipster</th> </tr> </thead> <tbody> <tr><td>1</td><td>jinyun19...</td></tr> <tr><td>2</td><td>Kap</td></tr> <tr><td>3</td><td>siewpoh0...</td></tr> <tr><td>4</td><td>longjian...</td></tr> <tr><td>5</td><td>bet4all</td></tr> <tr><td>6</td><td>ehiah</td></tr> <tr><td>7</td><td>kvantum</td></tr> <tr><td>8</td><td>gialang</td></tr> <tr><td>9</td><td>brikheta</td></tr> <tr><td>10</td><td>savio7</td></tr> </tbody> </table> <hr/> <p>HitWise Top 10 Award for SoccerPunter</p> <p>In recognition of our website's outstanding performance, Hitwise is presenting us with a Hitwise Top 10 Website Award for Year 2008</p>	#	Tipster	1	jinyun19...	2	Kap	3	siewpoh0...	4	longjian...	5	bet4all	6	ehiah	7	kvantum	8	gialang	9	brikheta	10	savio7	<p>Soccer Bet of the Day</p> <p>Can Arsenal take on Portsmouth?</p> <p>Portsmouth travel to Arsenal in the</p> <p>Countdown to Arsenal vs Portsmouth Kick Off:</p> <p style="font-size: 24px; text-align: center;">00 03 09 50</p> <p style="text-align: center;">days hrs mins secs</p> <p>What our soccer tipsters are betting:</p> <table border="1"> <tr> <td>Arsenal</td> <td>1.17</td> <td><div style="width: 93%;"></div></td> <td>93 %</td> </tr> <tr> <td>X</td> <td>6.50</td> <td><div style="width: 4%;"></div></td> <td>4 %</td> </tr> <tr> <td>Portsmouth</td> <td>19.00</td> <td><div style="width: 4%;"></div></td> <td>4 %</td> </tr> </table> <p>Click Here to Bet Now in Tipsters Competition!</p> <p>Live Score for Arsenal vs Portsmouth</p> <hr/> <p>Upcoming Soccer Match Highlights (Today + Tomorrow)</p> <p>Check out some of the top soccer matches for today and tomorrow. Compare their head to head (H2H) stats as well as team form. Also include the soccer odds analysis with opening price, odds history and much more.</p> <p style="text-align: center;">- Choose a soccer competition -</p> <table border="1"> <thead> <tr> <th>Kick Off Date / Time</th> <th>Soccer Competition</th> <th>Soccer Match</th> <th>Analyse</th> </tr> </thead> <tbody> <tr> <td>2009-08-22 19:00:00</td> <td>China Super League-2009</td> <td>Dalian Shide vs Guangzhou Yiyao</td> <td>Odds</td> </tr> <tr> <td>2009-08-22 19:00:00</td> <td>Korea K League-2009</td> <td>Gyeongnam vs Busan I. 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- 1) Leaderboard (468x60 pixels): USD \$2,500 per month
- 2) Navigation Bar Text Link Promo (1 Line, 20 characters/line): USD \$600 per month
- 3) Vertical Ad (120x240 pixels): USD \$1,800 per month
- 4) Poll: USD \$1,000 per month



Remarks

- Discounts will be given for contract period of 12 months or longer.

Technical Specifications

Creative Details

- Ad creative to be developed by Client, unless otherwise stated
- Lead time: Ad creative to be furnished 3 working days before scheduled run

Affordable Charges for Creative Development:

- Animated GIF banner: Starting from USD \$200
- Flash banner: Starting from USD \$300
- Email Creation: Starting from USD \$350

Payment Methods

- Telegraphic Transfer (Bank wire)
- Moneybookers
- PayPal

Company Bank Account:

Bank:	DBS Bank Ltd, Singapore
Bank Address:	6 Shenton Way DBS Building Tower One Singapore 068809
SWIFT Address :	DBSSSGSG
Account No.:	001-904043-4
Beneficiary Name:	SOCCERPUNTER PTE. LTD.

Reporting

OpenX Adserver:

Detailed, up-to-date campaign reports that track all areas of ad performance through sophisticated ad management software, OpenX, will be accessible online:

- A login name and password will be provided for 24-hour access online
- Reports on daily, weekly and monthly page views and click through
- Ad creative analysis
- Campaign analysis

Terms and Conditions

1. Ad positions are offered on a non-exclusive basis
2. Ad positions are subject to availability upon confirmation
3. Proposal/quotation give is valid for a period of 30 days from the date of issue
4. A signed contract must be delivered 3 days before the campaign start date.
5. Rates are correct at time of update and subject to changes. Please email advertising@soccerpunter.com for the latest rates.