

Web Page Advertising Costs

Information provided below is correct as of 1st October 2009. Prices are based on rotating advertisements throughout the website. Fixed page advertisement costs are available upon request. Artwork for advertisements can be changed provided one week's notice is given and the previous advertisement has been used for two weeks in total as a minimum.

Type of advertisement \ Duration	1 month		3 months		6 months		12 months	
	JPEG / GIF	Flash	JPEG / GIF	Flash	JPEG / GIF	Flash	JPEG / GIF	Flash
Home Page Story (300 x 250 pixels)	\$700 Now \$350!	\$800 Now \$400!	\$1400 Now \$700!	\$1600 Now \$800!	\$2600 Now \$1300!	\$3000 Now \$1500!	\$4800 Now \$2400!	\$5600 Now \$2800!
Leaderboard / banner (728 x 90 pixels)	\$500 Now \$250!	\$600 Now \$300!	\$1000 Now \$500!	\$1200 Now \$600!	\$1800 Now \$900!	\$2200 Now \$1100!	\$3200 Now \$1600!	\$4000 Now \$2000!
Full wide skyscraper (160 x 600 pixels)	\$400 Now \$200!	\$500 Now \$250!	\$800 Now \$400!	\$1000 Now \$500!	\$1400 Now \$700!	\$1800 Now \$900!	\$2400 Now \$1200!	\$3200 Now \$1600!
Half wide skyscraper (160 x 300 pixels)	\$300 Now \$150!	\$400 Now \$200!	\$600 Now \$300!	\$800 Now \$400!	\$1000 Now \$500!	\$1400 Now \$700!	\$1600 Now \$800!	\$2400 Now \$1200!
Service Provider Link ⁺ (Provides a direct link to the home page of the company)	This is a minimum one year contract as HOME HUNT .com.sg wishes to provide reliable constant service providers for its clients. The annual cost for this is \$1800* Now \$500!							

⁺ These are direct links that appear on every search and results page in the form of a menu on the left hand side of the screen. Clients click on the main service they require and are given options of the available companies providing this service via logos. By clicking on the company logo of their choice, clients are redirected to the advertising company's own home page.

* The Service Provider Link annual cost can be reduced if the same service provider also takes out one of the four types of web page advertisements lasting for a period of 6 or 12 months at the same time as registering for the Service Provider Link. A 6 month advertisement registered at the same time will see the Service Provider Link's annual cost fall to \$1500. Now \$250! A 12 month advertisement registered at the same time will see the Service Provider Link's annual fee fall to \$1000. Now \$0!

