



**HOLIDAYCITY.COM
ONLINE ADVERTISING
RATE CARD**

For queries and more info, please contact:

**Hanim Shukor
Manager, Marketing & Communications
Tel: 603-83184979 ext 122
Email: hanim@holidaycity.com**

ADVERTISING RATES

HOLIDAYCITY.COM Index Page

Ad Unit	Banner Size	Monthly Rate (USD)
Leader board	728 pixels (w) x 90 pixels (h)	3276
Full Banner	468 pixels (w) x 60 pixels (h)	1404
Half Banner	234 pixels (w) x 60 pixels (h)	702
Large Rectangle	336 pixels (w) x 280 pixels (h)	4704
Vertical Rectangle	240 pixels (w) x 400 pixels (h)	4800
Vertical Banner	120 pixels (w) x 240 pixels (h)	1440
Square Button	125 pixels (w) x 125 pixels (h)	780
Skyscraper	120 pixels (w) x 600 pixels (h)	3600
Wide Skyscraper	160 pixels (w) x 600 pixels (h)	4800

COUNTRY Index Page

Ad Unit	Banner Size	Monthly Rate (USD)
Leader board	728 pixels (w) x 90 pixels (h)	1572
Full Banner	468 pixels (w) x 60 pixels (h)	674
Half Banner	234 pixels (w) x 60 pixels (h)	337
Large Rectangle	336 pixels (w) x 280 pixels (h)	2258
Vertical Rectangle	240 pixels (w) x 400 pixels (h)	2304
Vertical Banner	120 pixels (w) x 240 pixels (h)	691
Square Button	125 pixels (w) x 125 pixels (h)	374
Skyscraper	120 pixels (w) x 600 pixels (h)	1728
Wide Skyscraper	160 pixels (w) x 600 pixels (h)	2304

ADVERTISING RATES

CITY Index Page

Ad Unit	Banner Size	Monthly Rate (USD)
Leader board	728 pixels (w) x 90 pixels (h)	1212
Full Banner	468 pixels (w) x 60 pixels (h)	519
Half Banner	234 pixels (w) x 60 pixels (h)	260
Large Rectangle	336 pixels (w) x 280 pixels (h)	1740
Vertical Rectangle	240 pixels (w) x 400 pixels (h)	1776
Vertical Banner	120 pixels (w) x 240 pixels (h)	533
Square Button	125 pixels (w) x 125 pixels (h)	289
Skyscraper	120 pixels (w) x 600 pixels (h)	1332
Wide Skyscraper	160 pixels (w) x 600 pixels (h)	1776

HOLIDAYCITY FLASH Index Page

Ad Unit	Banner Size	Monthly Rate (USD)
Leader board	728 pixels (w) x 90 pixels (h)	3636
Full Banner	468 pixels (w) x 60 pixels (h)	1558
Half Banner	234 pixels (w) x 60 pixels (h)	779
Vertical Banner	120 pixels (w) x 240 pixels (h)	1598
Square Button	125 pixels (w) x 125 pixels (h)	866
Skyscraper	120 pixels (w) x 600 pixels (h)	3996
Wide Skyscraper	160 pixels (w) x 600 pixels (h)	5328

GENERAL TERMS & CONDITIONS

GENERAL TERMS & CONDITIONS

- All advertisements are subject to final approval of HCity Sdn Bhd ("Publisher").
- Advertisements will run upon submission of Insertion Order Form and upon full payment upfront. An invoice would be sent to the Advertisers upon the submission of the Insertion Order Form.
- All online advertising must comply with our advertising specifications or a layout or graphic design fee may be charged.
- This document describes advertising space in the form of internet websites offered on the HolidayCity.com Internet site ("Publisher").
- By submitting electronic files to Publisher, the advertiser ("Advertiser") accepts the terms and conditions stated herein. All advertising is subject to acceptance and renewal at Publisher's sole discretion.
- The contents of HolidayCity.com are subject to international copyright laws. Advertiser bears the sole burden of protecting the copyrights, intellectual property, trademarks, service marks or other proprietary interests of the information available on or through HolidayCity.com. Advertiser warrants that it is freely and legally entitled to use any information, whether text or graphics, submitted to the publisher for inclusion on HolidayCity.com.
- Advertiser's advertising space is not transferable. Advertisers are prohibited from furnishing any portion of their advertising space on HolidayCity.com to third parties without written approval of Publisher.
- Advertisers may not sell or exchange advertising on their own pages without the prior consent of the Publisher.
- Links out of any Advertiser's site must include the command "target=_blank" or some other function that opens a separate browser. Publisher reserves the right to alter any HTML code that does not include this command in links and to disallow any links to commercial websites that are not advertisers on HolidayCity.com.

TERMS & CONDITIONS

- Internet addresses assigned by Publisher to any Advertiser are the property of Publisher and rights to their use are granted for the standard term of advertising and for any renewal periods. Use of and rights to use such addresses are forfeited at the termination of the advertising contract.
- Publisher makes no guarantee of exclusivity to any Advertiser. It is understood that Publisher may accept advertising for products or services similar to or the same as that offered by Advertiser unless otherwise agreed-to.
- HolidayCity.com and its parent company, HCity Sdn Bhd, will not be responsible for the loss of material in transit.
- While all effort will be taken to keep the website running 24/7, H City Sdn Bhd will not compensate advertisers for server or website downtime for a period less than 8 hours. Should a shutdown of the site occur for a period longer than 8 hours, advertisers will be compensated by an additional 24 hours of advertising.
- Any additional terms and conditions must be agreed to in writing by the parties at the time Advertiser's order is submitted. All offers, terms and conditions herein are void where prohibited by law and are subject to change without notice.

MECHANICAL SPECIFICATIONS

ADVERT Specifications

- Sizes stipulated above use horizontal x vertical length in pixels.
- There is no restriction on the file size and image type. Image resolution should be **72dpi** and above.
- Advertisements may include the company name and/or logo, company address and/or Internet address (does not apply to HolidayCity.com's hotel partners).
- **Advertisements for HolidayCity.com's hotel partners would be directed to the respective hotel pages on HolidayCity.com's websites.**
- Advertisers may use only **static graphics**; animated "moving" or "active" graphics are not permitted at this time.
- Changes to advertisement are permitted once every two weeks.

OPTIONAL Services

- Banner Design (creative ad units) – additional charges applicable depending on the creative art work.

BOOKING & Cancellation Deadlines

- Priority will be given to the advertisers with confirmed booking order. **Full payment must be made upfront via cheque, bank transfer or credit card.**
- Booking deadline - 14 working days before launch date.
- Material deadline - 5 working days before launch date.
- No. of days required for cancellation - 7 working days before launch date.
- For cancellation less than 7 working days, 50% of unused inventory will be billed. Rates are subject to 5% Govt. Service Tax

PAYMENT OPTION

PAYMENT OPTION

- HolidayCity.com offers Advertisers with **TWO** types of payment option for the advertising units as follows:
 - Cash Payment
 - Barter for Total Room Charges (herein referred to as 'Barter')
The Barter option is applicable only to HolidayCity.com's hotel partners that meet the eligibility requirements.
- For the Cash Payment option, the Advertiser will be invoiced in full upon the receipt of the insertion order. The advertising order is processed upon receipt of the full payment from Advertiser.
- All stated rates are quoted in US Dollar (USD) and are subject to change. Customers with insertion orders are rate-protected until the end of the Contract period.
- The Publisher reserves the right to terminate the availability of any or all of the Advertiser's data upon 15 days notice for non-payment of invoices. No refunds of any kind are available.
- Any additional terms and conditions must be agreed to in writing by BOTH parties upon the submission of the insertion order.
- All offers, terms and conditions herein are void where prohibited by law and are subject to change without notice.
- For the Barter option, please refer to **Appendices 1**.

APPENDICES 1

BARTER OPTION

- The Barter option is **ONLY** applicable to selected Publisher's Hotel Partners that meet the eligibility requirement.
- The Advertiser agrees to **barter the total room charges** for the advertising unit chosen.
- The Advertiser agrees to allow the Publisher to sell **all room types according to the rates made available on HolidayCity.com's websites.**
- The Publisher requires a minimum of **ONE (1)** year to redeem the total room charges.
- The value of the barter is the dollar value of the goods and services being exchanged for advertising, hence the total room charges should be equivalent to the advertising unit cost and is based on the BAR rate inclusive of Publisher's commission.

COLLECTION OF TOTAL ROOM CHARGES

- The Publisher will track the rooms sold and bill the Advertiser with the room charges (based on the BAR Rate inclusive of Publisher's commission) whenever there are bookings materialized. The billing will continue as and when until the full amount of the advertising unit has been fully redeemed.
- The barter value are quoted in **US Dollar (USD)** and are subject to change. Customers with insertion orders are rate-protected until the end of the order or the contract period.
- The Publisher reserves the right to reject or cancel any barter arrangement at any time without cause.

STEPS TO CHOOSE YOUR BANNER

STEPS TO CHOOSE YOUR BANNER

Step 1 : Choose the pages where the banner will be located (as below)

HolidayCity Index Page, Country Index Pages, City Index pages or
HolidayCity Flash Index Page

Step 2 : Choose the column where the banner will be positioned

For the selected pages:

1. HolidayCity Index Page
2. Country Index Pages
3. City Index Pages

Please refer to pdf attachment : *Column Indication A* and choose
column location

For the selected page HolidayCity Flash Index Page, please refer to
pdf attachment : *Column Indication B* and choose column location

Step 3 : Choose the banner units based on the selected pages and column (please refer to page 8 to 10 of this rate card banner ad units)

Step 4 : Fill up the Insertion Order Form and fax to HCity Sdn Bhd

Note:

Other instructions as per **TERMS & CONDITIONS** stated

BANNER AD UNITS

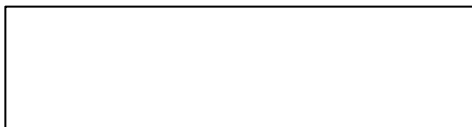
1. Leaderboard (728 x 90 pixel)



2. Full Banner (468 x 60 pixel)



3. Half Banner (234 x 60 pixel)

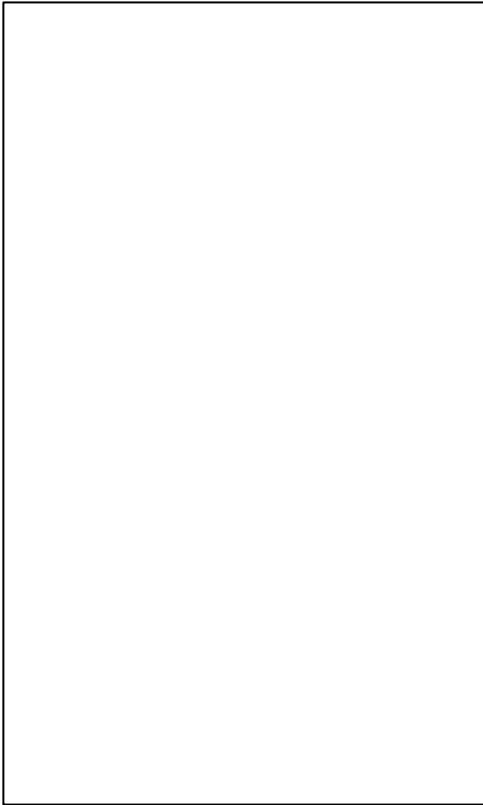


4. Large Rectangle (336 x 280 pixel)



BANNER AD UNITS

5. Vertical Rectangle (240 x 400 pixel) 6. Vertical Banner (120 x 240 pixel)



7. Square Button (125 x 125 pixel)

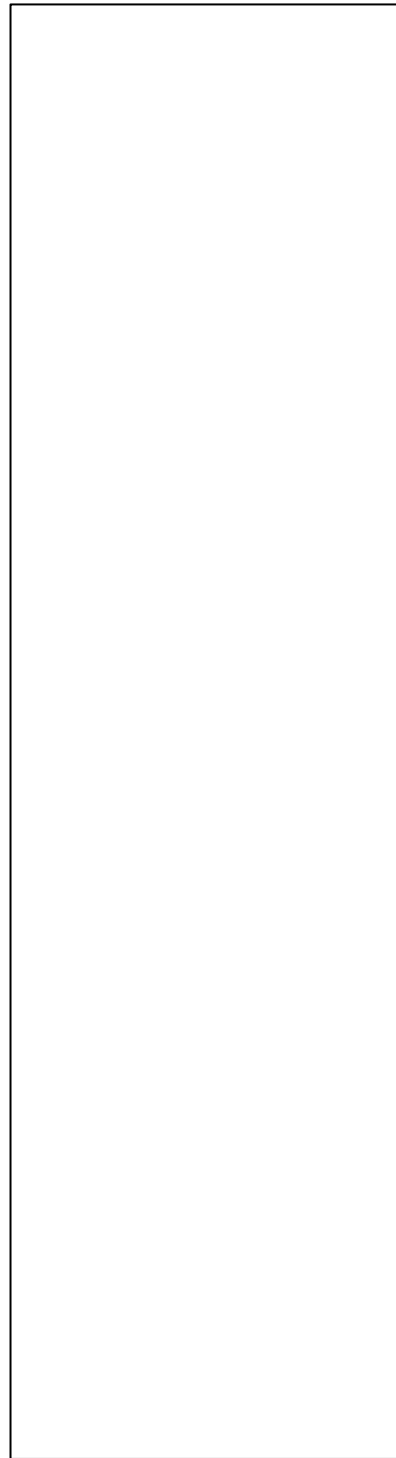


Banner Ad Units & Placement (cont...)

8. Skyscraper (120 x 600 pixel)



9. Wide Skyscraper (160 x 600 pixel)





Click here to rent a car from Hertz and enjoy a minimum of 10% discount! Limited period only!



Welcome to HolidayCity, a hotels, resorts, motels and holiday apartments reservation service. HolidayCity features exciting accommodation and travel options & offers great discounts for advance reservation.

Column 2

More Hotels

Column 2
Available a advertising unit

- Full Banner (468 x 60 pixel)

Search Worldwide Hotels

Country:

City:

Check-in:

Check-out:

Adults: Rooms:

Children:

- New Zealand
[Auckland, Christchurch, Wellington...](#)
- Japan: [Tokyo...](#)
- Europe: [Amsterdam](#) [Athens](#)
[Birmingham](#) [Brussels](#)
[Edinburgh](#) [Florence](#)
[Istanbul](#) [Lisbon](#)
[Milan](#) [Munich](#)
[Salzburg](#) [Valencia](#)
- More Cities: [USA](#), [Canada](#), [Scandinavia](#)

Column 3

holidayCity Promotions highlights

Auckland Hotels
Featuring budget-friendly accommodations, the **Kiwi International Queen Street Hotel and Hostel Auckland** is situated at the top of Queen Street, down a clearly marked driveway just below Karangahape Road.
From NZ\$39.00

Dublin Hotels
Crowne Plaza Hotel Dublin Airport is a luxurious haven situated in a mature and tranquil parkland setting, just 5 minutes from Dublin Airport and 15 minutes from Dublin City Centre.

Hong Kong Hotels
Stanford Hotel Hong Kong is located in Kowloon, and is well served by public transport. It is just a few minutes walk to the Mongkok MTR Station as well as the Kowloon - Canton Railway Station.

Column 1
You can choose from the following advertising units:

- Vertical Banner (120 x 240 pixel)
- Square Button (125 x 125 pixel)

London Hotel offers self catering studio apartments ideally located close to Earl's Court Exhibition Centre in a quiet leafy road.

Mercure Hotel Welcome is in the heart of the city, with easy access to shopping, entertainment venues, restaurants and nightlife. The hotel features 330 rooms, a restaurant, bar, gaming lounge and conference facilities.

Paris Hotels
Hotel de l'Europe is just a few minutes of travelling distance away from the Montmartre Quarter. Montmartre and art are inseparable, the area was once a mecca for artists, writers and poets.

Singapore Hotels
At the fringe of the city, this 36-room **Fragrance Hotel Oasis Singapore** lies in an enclave where many famous eateries are found. It is newly opened in 2007.

Sydney Hotels
A warm and friendly welcome awaits you in the heart of Sydney's entertainment district, just minutes from the city's major transport hub.

Column 4
You can choose from the following advertising units:

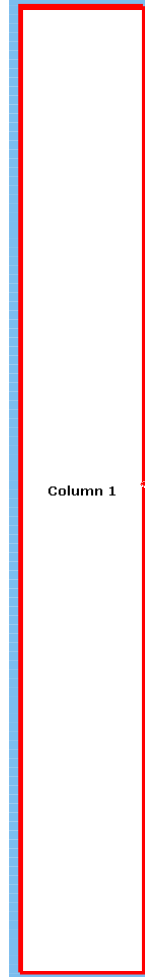
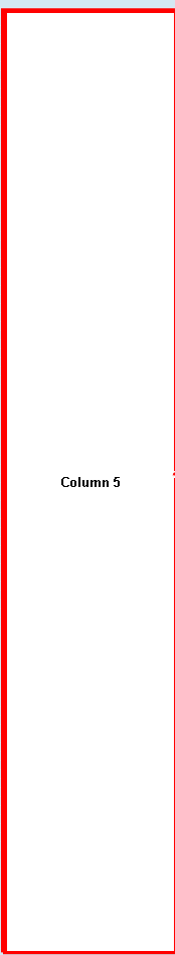
- Leaderboard (728 x 90 pixel)
- Full Banner (468 x 60 pixel)
- half Banner (234 x 60 pixel)

Column 4

Important Notice!
The position for the advertising units in the respective column is on a 'first-come-first-serve' basis.

Column 5
You can choose from the following advertising units:

- Vertical Banner (120 x 240 pixel)
- Square Button (125 x 125 pixel)
- Large Rectangle (336 x 280 pixel)
- Vertical Rectangle (240 x 400 pixel)
- Skyscraper (120 x 600 pixel)
- Wide Skyscraper (160 x 600 pixel)



Column 4


<!--[if !vml]--><!--[endif]--><!--[if !vml]--><!--[endif]-->

<!--[if !vml]--><!--[endif]-->

<!--[if !vml]--><!--[endif]-->

HolidayCity.Com Twitter Contest Prize - Week 13

3D2N Stay at Hotel Istana Kuala Lumpur



Hotel Istana Kuala Lumpur
Hotel Istana Kuala Lumpur is the main Golden Mile of Kuala Lumpur, also within walking distance to the Petronas Twin Towers and the Kuala Lumpur City Centre (KLCC) (within walking distance) while the Kuala Lumpur International Airport is about an hour's drive away. [Join the HolidayCity's Contest Now!](#)

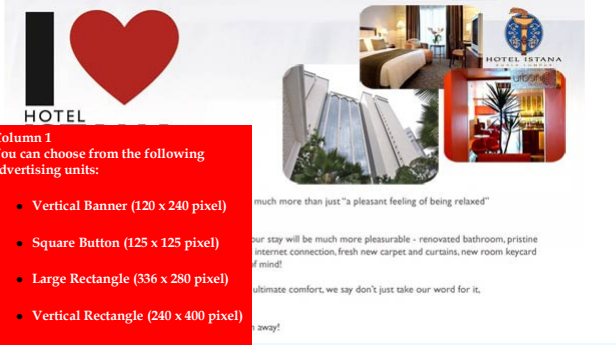
Column 2
Available advertising unit

- Full Banner (468 x 60 pixel)

Important Notice!
The position for the advertising units in the respective column is on a 'first-come-first-serve' basis.

Column 2

HolidayCity's Exclusive Promotions & Hot Deals



Column 1
You can choose from the following advertising units:

- Vertical Banner (120 x 240 pixel)
- Square Button (125 x 125 pixel)
- Large Rectangle (336 x 280 pixel)
- Vertical Rectangle (240 x 400 pixel)
- Skyscraper (120 x 600 pixel)

Column 1

Column 4

Column 4
You can choose from the following advertising units:

- Vertical Banner (120 x 240 pixel)
- Square Button (125 x 125 pixel)
- Large Rectangle (336 x 280 pixel)
- Vertical Rectangle (240 x 400 pixel)
- Skyscraper (120 x 600 pixel)



Holiday Inn Golden Mile Hong Kong **HOT RATES**
Strategically located close to the business and shopping district on Nathan Road, the award-winning Holiday Inn Golden Mile Hong Kong is an excellent accommodation choice for business and leisure travelers looking for hotel in the Tsim Sha Tsui district. [read more](#)



Hotel Nash Ville Geneva **HOT RATES**
Offering comfortable accommodation, the Hotel Nash Ville Geneva is the perfect place to stay when guests are in Geneva on holidays or business. Hotel Nash Ville Geneva comprises of 88 rooms and suites recently decorated and fully stocked for greatest comfort. [read more](#)



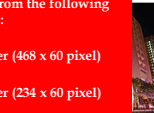
Grand Prince Hotel Akasaka **HOT RATES**
Designed by the award-winning architect Kenzo Tange and located in the heart of downtown Akasaka, one of the most important districts in metropolitan Tokyo, guests at the Grand Prince Hotel Akasaka are offered the outstanding benefits of an unbeatable location. [read more](#)



Holiday Inn Midtown New York **HOT RATES**
Nestled in a quiet residential neighborhood, the Holiday Inn Midtown New York is conveniently located to famous New York attractions. Just three blocks from Central Park and Carnegie Hall with Lincoln Center nearby. [read more](#)



Carlton Tower Hotel Dubai **HOT RATES**
The Carlton Tower Hotel Dubai, a four star hotel serving the market since 1977 and preferred by officials and international dignitaries for its location in the heart of the main business district, shopping and entertainment. [read more](#)



Column 3
You can choose from the following advertising units:

- Full Banner (468 x 60 pixel)
- half Banner (234 x 60 pixel)

Column 3

Adventures in Egypt

by Ms Lynda Petch

Stepping off the plane after a five and a half hour flight, that first breath of hot dusty air, blue skies with not a cloud in sight, the red sea glistening a deep vibrant blue, sand as far as the eye could see and the jaggy rock formations of the Sinai mountains...of all the holidays I had been on before, none could have prepared me for the beauty and blistering heat of Sharm el Sheikh, Egypt. [Read more](#)

