

Help 2009

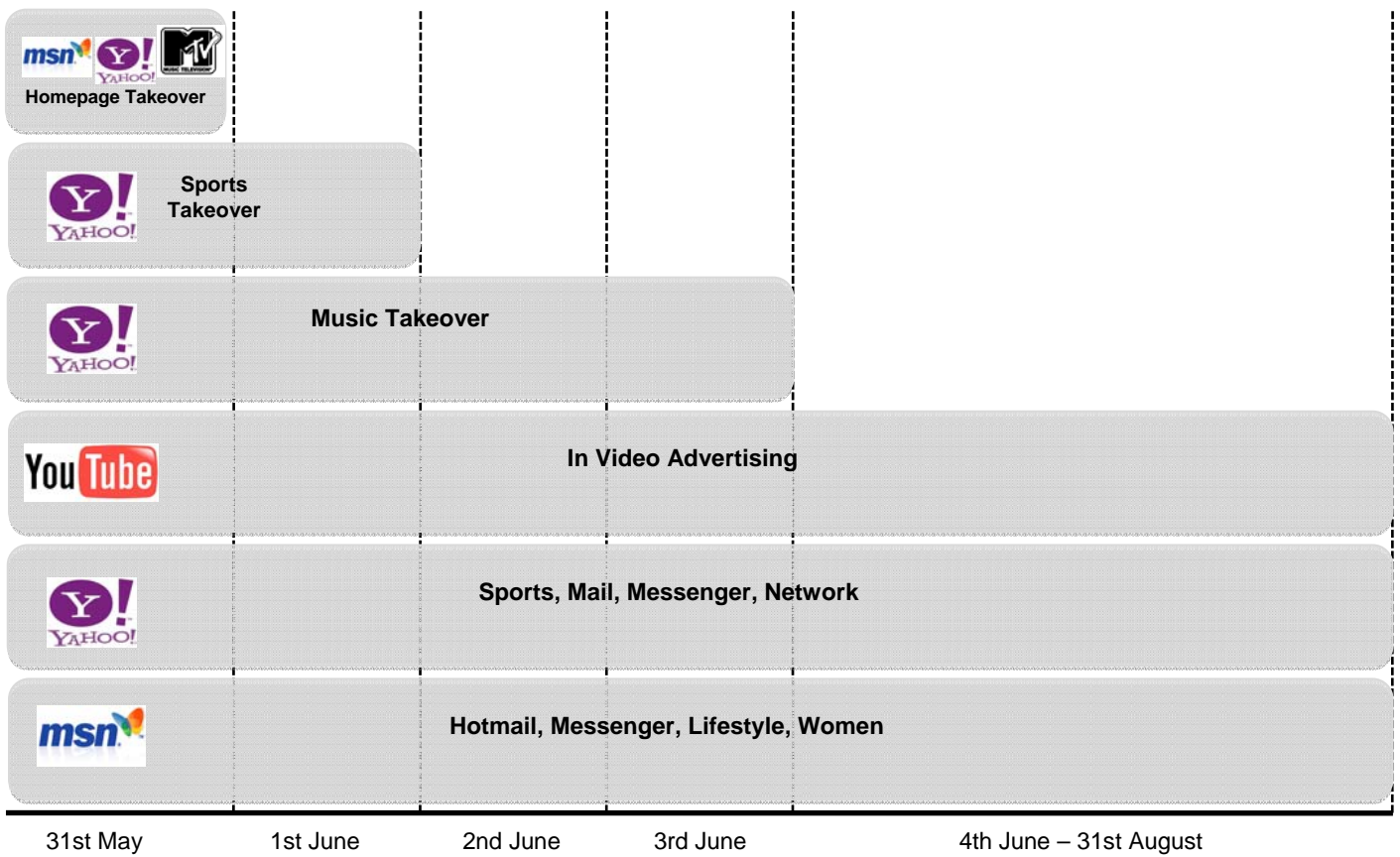
Media activity online FLIGHT 1

31st May – 31st August

LIGARIS



Media Schedule - Overview



Media Plan – MSN

- Placement: Homepage Takeover
- Creative Size: 300x250
- Flight dates: 31st May (1st day only)
- Targeting: 100% SOV
- Market(s): UK, FR, DE, ES, IT

The screenshot displays the MSN UK homepage layout. At the top, there is a search bar with the MSN logo and navigation links for Web, News, Images, Maps, Video, Shopping, and MSN UK. Below the search bar, there are popular search terms like 'UK Only', 'MPs' expenses', 'Katie Price', and 'Cheap holiday deals'. The main content area features a large advertisement for 'DEAL OR NO DEAL' by 'jackpotjoy' with a headline 'You could win the massive Jackpot!' and a large number '£323,567.59'. To the left of the ad is a news article titled 'Future predictions' with a sub-headline 'All conversation and activity will be recorded'. Below the news article is an 'Editor's Picks' section with several links. On the right side, there are several utility modules including 'Welcome to MSN UK' with sign-up/sign-in options, 'Windows Live Hotmail', 'Find maps & directions', and a search bar for maps.

Media Plan – MSN

- Placement: Women Section
- Creative Size: 300x250
- Flight dates: 31st May – 31st August
- Market(s): FR, IT and BE

The screenshot displays the MSN Health & Fitness website interface. At the top, the MSN logo is followed by "health & fitness" and a search bar. Below this is a navigation menu with categories like "Health Home", "Diet & Fitness", "Diseases & Conditions", "My Wellness Center", "Community, Advice & Tools", and "Healthier Living". A secondary menu includes "Men's Health", "Women's Health", "Pregnancy", "Kids' Health", and "Health News".

The main content area is titled "Women's Health". On the left, there is a "Contents" sidebar with links to "Women's Sexual Health", "Anti-Aging", "Menopause", "Osteoporosis", "Breast Cancer", "Birth Control", "Pregnancy", "Cervical Cancer", and "Women's Fitness". Below this is an "In the News" section with headlines such as "Chemotherapy Superior to New Drug for Early Breast Cancer", "More Single Women Are Having Babies", and "Prior Cervical Dysplasia May Boost Cancer's Return".

The central feature is a "Summer Body Makeover" article with a photo of a woman lifting a dumbbell. The headline reads "Toning exercises to get your body bathing-suit ready". To the right of the photo, there is a sub-section titled "a healthier you" with links to "Save Your Sight: Eat an Anti-Blindness Diet", "Recession May Trigger Baby Bust", "Move Your Strength Training Outdoors", and "9 Natural Remedies That Really Work".

Below the main article is a "SHAPE UP, SLIM DOWN" section with a photo of a woman holding a resistance band. It includes a "Get Motivated" list with items like "Start Right Here", "Pump Up, Slim Down", "6 Workout Mistakes that Slow Down Results", "Trick Out Your Triceps", "Fat-Melting Cardio You Might Not Be Doing", "Get a Hot Body—Stat!", "78 Ways to Cut 100 Calories", and "Energize My Life".

At the bottom, there is a "videos" section with a dropdown menu set to "Weight Loss" and a search bar. Below the search bar are several video thumbnails, including one showing a woman's face and another showing vegetables.

Media Plan – MSN

- Placement: Homepage Takeover
- Creative Size: 350x100
- Flight dates: 31st May only
- Targeting: 100% SOV
- Market(s): UK, FR, DE, ES, IT

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YAHOO!

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the Web UK only

Search:

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- Answers
- Cars
- Dating
- Finance
- Flickr
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- Groups
- Horoscopes
- Local
- Mobile
- Movies
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- Sport
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Featured

West Brom v Liverpool - live!

Get live text commentary from the first of today's big Premier League matches at the Hawthorns. » [Live Matchcast](#)

- SPL: Follow Hibs v Celtic - live!
- Bednar suspended in drugs claims

Premier League: Follow WBA v Liverpool - live!

Salary linked to height, research shows

Teen eats evidence after banana robbery attempt

Age irrelevant, says 66-yr-old pregnant woman

News | Sport | Entertainment | Video

- Clegg: 'Speaker must stand down'
- All civilians freed in Sri Lanka warzone
- Pensioner stabbed to death
- Taking Woodstock premieres at Cannes
- Mariah's Cannes film is Precious
- UK's Eurovision hopes dashed again
- Singh wins Indian general election

» More: [UK news](#) | [World news](#) | [Oddly Enough](#) | [Y! Answers](#)

Markets: **FTSE 100: 4348 (-0.33%)**

Stock Quotes:

Marketplace

Bupa private medical insurance
Bupa provides individual health cover for you and your family.

Check your mail status: [Sign in](#) Free mail: [Sign Up](#)

1000s of Last Minute Cruises!
[Cruise Thomas Cook](#)

Yahoo! Search

Sizzling summer recipes
Search for mouth-watering tasty tips and recipe ideas
[» Get summer recipes](#)

Media Plan – MSN

- Placement: Sport Section Takeover
 - Creative Size: 300x250, 728x90 and gutters
 - Flight dates: 31st May – 1st June
 - Targeting: 100% SOV
 - Market(s): UK, FR, DE, ES, IT
-
- Placement: Sport Section
 - Creative Size: 300x250
 - Flight dates: 31st May – 31st August
 - Targeting: 100% SOV
 - Market(s): UK, FR, DE, ES, IT



Media Plan – MSN

- Placement: Music Section Takeover
 - Creative Size: 300x250, 728x90
 - Flight dates: 31st May and 1st June (2 days)
 - Targeting: 100% SOV
 - Market(s): UK, FR, DE, IT
-
- Placement: Music Section Takeover
 - Creative Size: 300x250, 728x90
 - Flight dates: 31st May and 3rd June (4 days)
 - Targeting: 100% SOV
 - Market(s): UK, ES



Media Plan – MSN

- Placement: Yahoo Mail
- Creative Size: 300x250, 728x90
- Flight dates: 31st May and 31st August
- Targeting: users aged 25-34
- Market(s): UK, ES, FR, DE, IT

YAHOO! MAIL

[Yahoo! - Help](#)



**You deserve the best.
Yahoo! Mail delivers.**

Enjoy tons of features and fun ways to stay in touch and share. Sign up now, it's FREE!

Get messages on the go.

Yahoo! alerts you of new emails and lets you read them on your mobile phone.

Fight online foes.

Kick 'em to the curb with outstanding protection against spam, viruses, and phishing from Yahoo! Mail.

Your mail. Keep it all.

Enjoy unlimited storage. Save every email you receive in Yahoo! Mail.

**Don't have a
Yahoo! ID?**
Signing up is easy.

[Sign up for Yahoo!](#)

Already have a Yahoo! ID?
Sign in.



Are you protected?
Create your sign-in seal.
(Why?)

Yahoo! ID:

(e.g. free2rhyme@yahoo.com)

Password:

Media Plan – MSN

- Placement: Yahoo Network
- Creative Size: 300x250, 728x90
- Flight dates: 31st May and 31st August
- Targeting: Run of Site
- Market(s): UK, ES, FR, DE, IT

Update now to Internet Explorer 8 | [Make Yahoo! your home page](#) See your Experian credit report for £0


Web | Images | Video | Local | Shopping | more ▾ the Web UK only

Search:

My Yahoo! | Yahoo! Mail Page Options ▾

- Answers
- Cars
- Dating
- Finance
- Flickr
- Games
- Groups
- Horoscopes
- Local
- Mobile
- Movies
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- News
- Property
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- Sport
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Markets: **FTSE 100: 4348 (-0.33%)**

Stock Quotes:

Marketplace



Bupa private medical insurance
Bupa provides individual health cover for you and your family.

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1000s of Last Minute Cruises!

Cruise Thomas Cook

Yahoo! Search

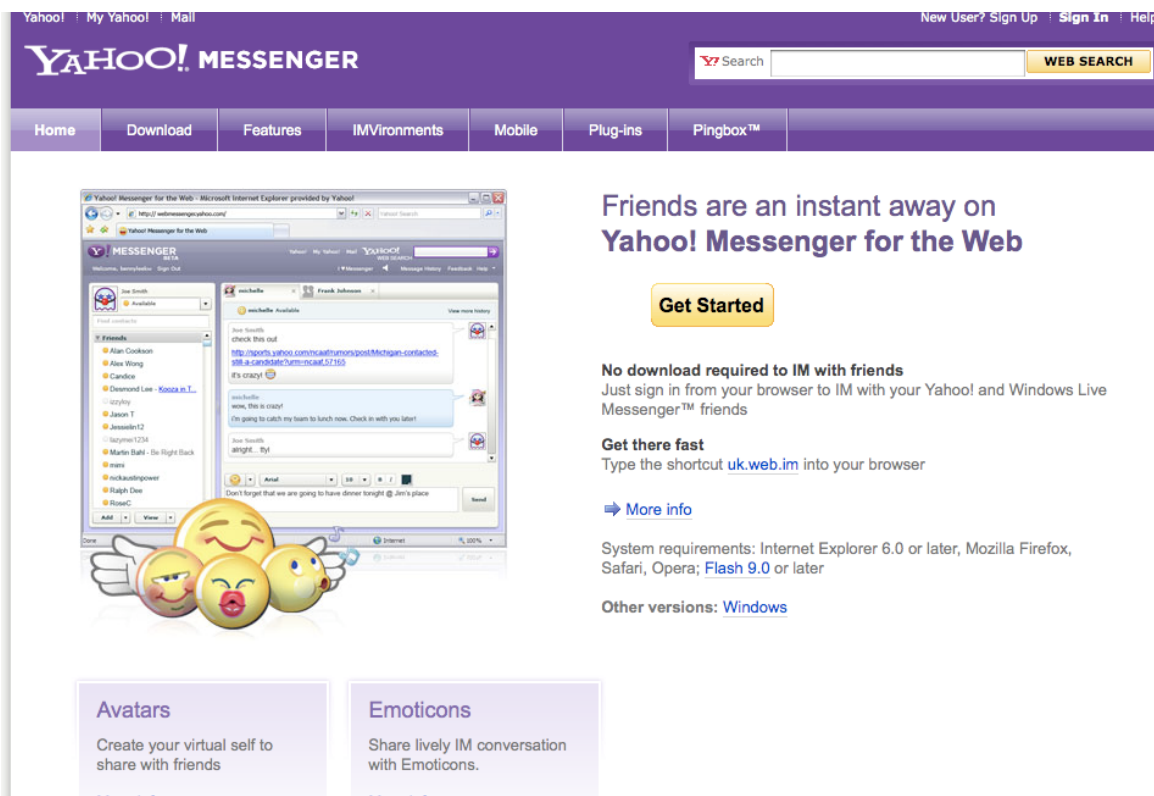


Sizzling summer recipes
Search for mouth-watering tasty tips and recipe ideas

» [Get summer recipes](#)

Media Plan – MSN

- Placement: Yahoo Messenger
- Creative Size: 300x250
- Flight dates: 31st May and 31st August
- Targeting: Age targeting (25-34)
- Market(s): UK, ES, FR, DE, IT, RO



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Yahoo! Messenger for the Web - Microsoft Internet Explorer provided by Yahoo!

MESSANGER

Friends are an instant away on
Yahoo! Messenger for the Web

Get Started

No download required to IM with friends
Just sign in from your browser to IM with your Yahoo! and Windows Live Messenger™ friends

Get there fast
Type the shortcut [uk.web.im](#) into your browser

[More info](#)

System requirements: Internet Explorer 6.0 or later, Mozilla Firefox, Safari, Opera; [Flash 9.0](#) or later

Other versions: [Windows](#)

Avatars
Create your virtual self to share with friends
[More info](#)

Emoticons
Share lively IM conversation with Emoticons.
[More info](#)

Media Plan – MSN

- Placement: MTV Homepage
- Creative Size: 300x250, 728x90
- Flight dates: 31st May
- Targeting: 100% SOV
- Market(s): UK, FR, DE, ES, IT, NL, BE, AT, SE, DK, PT, EI, HU, FI, GR, LU, CY, MT, PL, LT, ET, BG, LV, SI, RO, SK, CZ

The image shows a screenshot of the MTV.co.uk website homepage. At the top left is the MTV.co.uk logo with 'BETA' underneath. To its right is a banner for 'TIMBALAND VIDEO COLLECTION' with a 'CLICK HERE' link and a photo of Timbaland. Below the logo is a navigation menu with links for CHANNELS, MUSIC, SHOWS, NEWS, VIDEOS, GALLERIES, COMPETITIONS, GAMES, DOWNLOADS, MOBILE, and COMMUNITY. A search bar is located on the right side of the page. The main content area features several tiles: a large tile for 'On The Set Of Waking Up In Vegas' with a 'Watch' button; a 'Sing Your Way To Glastonbury' promotion with a 'Click here to enter' link and the SingStar logo; a 'NEWS' tile for 'Kristin Cavallari Joins The Hills'; a 'MUSIC' tile for 'Maximo Park Live Session'; and a 'SHOWS' tile for 'Nitro Circus'.

Media Plan – MSN

- Placement: MTV Homepage
- Creative Size: 300x250, 728x90
- Flight dates: 31st May – 31st August
- Targeting: Run of network
- Market(s): UK, FR, DE, ES, IT, NL, BE, AT, SE, DK, PT, EI, HU, FI, GR, LU, CY, ML, PL, LITH, ET, BG, LV, SI, RO, SK, CZ

The screenshot shows the SPIKE TV website homepage. At the top, there is a navigation bar with links for 'Upload', 'Log-In', and 'Sign-up', along with a search bar. Below the navigation bar is a large banner for 'TOP 10' lists, with the text 'CHECK OUT SPIKE.COM'S TOP 10 LISTS!' and the SPIKE logo. The main content area is divided into several sections:

- Game Advertisement:** A large advertisement for a game titled 'WANT TO RACE JESSE JAMES? NOW YOU CAN.' It features a desert racing scene with a car and a score of 4500. The text says 'Play Jesse James is a Dead Man Presents: Demolition Death Race in the Spike Arcade now!' and includes a 'PLAY NOW' button.
- Guys Choice Advertisement:** An advertisement for the 'GUYS CHOICE' poll, featuring Ben Roethlisberger and LeBron James. The text says 'SEE WHO WINS JUNE 21 AT 10PM' and 'VOTE NOW'. Below the names, it asks 'WHO IS THE MOST UNSTOPPABLE JOCK?'. A Coors Light beer can is visible on the right side of this section.
- Exclusives:** A section titled 'Exclusives' featuring a 'GUYS CHOICE' poll advertisement with a deer head image. The text says 'Guys Choice 2009 Vote now and watch to see who wins June 21st at 10pm!'.
- The Guy's Guide:** A section titled 'The Guy's Guide' with the subtitle 'The stuff you have to see right now.' It features an article titled 'Bikini Poll of the Week: Kate Moss' with 1,963 views and a 10.0 rating. Below the article title is a photo of two women.
- Tonight on SPIKE:** A section titled 'Tonight on SPIKE' showing the schedule for Sunday 5/17/2009. The schedule is as follows:

Sunday 5/17/2009	
9:00 PM	1000 Ways To Die
9:30 PM	1000 Ways To Die
10:00 PM	UFC Unleashed

Below the schedule, there is a link to 'See Full Schedule »'.

Media Plan – MSN

- Placement: You tube In – Video Advertising
- Creative Size: 470x80 and 300x250
- Flight dates: 31st May - 31st August
- Targeting: Run of network
- Market(s): UK, FR, DE, ES, IT

