

All Rates Net - Valid 03-19-19
Subject to Change

DIGITAL RATE CARD

HIGH IMPACT POSITIONS- FREQUENCY DISCOUNT									
AD TYPE	SIZE	DELIVERY METHOD		1x	7x	13x	26x		
Float Bar	D- 1170x50 / M- 480x50	35,000 impressions per day	Desktop/Mobile	\$ 425	\$ 340	\$ 298	\$ 255		
Reveal- Home Page	D- 1920x600 / M- 800x250	20,000 impressions per day	Desktop/Mobile	\$ 425	\$ 340	\$ 298	\$ 255		
Reveal- All other	D- 1920x600 / M- 800x250	40,000 impressions per day	Desktop/Mobile	\$ 635	\$ 510	\$ 445	\$ 380		
NowAPP Interstitial	320x480, 768x1024, 480x320, 1024x768	N/A	Mobile	CPM \$20					
Exit Intent Interstitial	800x600	26,000 impressions per day	Desktop/Mobile	\$ 520					

HIGH VOLUME IMPRESSION- CPM DISCOUNT				
				BASE CPM
Mobile Messenger	M- 320x50	ROS	\$	11.50
Mobile Messenger	M- 320x50	Reach Network	\$	15.00
Leaderboard	D- 728x90 / M- 320x50	ROS	\$	14.00
Box	D- 300x250 / M- 300x250	ROS	\$	14.00
Super Leaderboard	D- 970x90 / M- 320x50	ROS	\$	15.00
Multi-Screen Adhesion	D- 300x600/ D- 160x600	ROS	\$	15.00
	D- 728x90/ M- 320x100			
Filmstrip	D- 300x600 / M- 300x250	ROS	\$	17.00
Billboard	D- 970x250 / M- 320x50	ROS	\$	19.00
Native	D-265x150/ M-Thumbnail	ROS	\$	15.00
Interactive Video	D- 300x250 / M- 300x250	ROS	\$	20.00