

DIGITAL RATE CARD

HIGH IMPACT POSITIONS			
AD TYPE	SIZE- DESKTOP/MOBILE FLEX	DELIVERY METHOD	AD INVESTMENT PER DAY
Reveal- Home page	D- 1920x600 / M- 800x250	30% SOV per day	Desktop/Mobile \$ 425
Reveal- All other	D- 1920x600 / M- 800x250	70% SOV per day	Desktop/Mobile \$ 635

CPM BASED			
AD TYPE	SIZE- DESKTOP/MOBILE FLEX	DELIVERY METHOD	AD INVESTMENT
Leaderboard	D- 728x90 / M- 320x50	ROS	Base CPM \$ 14.00
Box	D- 300x250 / M- 300x250	ROS	Base CPM \$ 14.00
Super Leaderboard	D- 970x90 / M- 320x50	ROS	Base CPM \$ 15.00
Filmstrip	D- 300x600 / M- 300x250	ROS	Base CPM \$ 17.00
Billboard	D- 970x250 / M- 320x50	ROS	Base CPM \$ 19.00
Native	D/M- 265x150	ROS	Base CPM \$ 15.00
Interactive Video	D- 300x250 / M- 300x250	ROS	Base CPM \$ 20.00
Float	D- 1170x50 / M- 480x50	ROS	(Req Min. 15,000) Base CPM \$ 17.00
Under Article Video	D- 640x480	ROS (article pages only)	Base CPM \$ 35.00
		ROC - News /Sports etc	Add to Base CPM \$ 1.00
		Frequency Capping	Add to Base CPM \$ 1.00
		Day Parting	Add to Base CPM \$ 2.00
		Demo Target (male/female)	Add to Base CPM \$ 2.00
		Geo Targeting (by zip codes)	Add to Base CPM \$ 2.00
	850x700 w/300x250 & 300x600	Add Sidekick Expansion (Desktop only)	Add to Base CPM \$ 4.00
	300x250	Video	Add to Base CPM \$ 2.00

*Desktop and Mobile Exclusive high-impact ad positions are available for contracted clients only.
Minimum 3 month commitment at 2 high impact ads per month

10% OFF 3 MONTH COMMITMENTS**
20% OFF 6 MONTH COMMITMENTS**
30% OFF 12 MONTH COMMITMENTS**

**Minimum commitment levels:
CPM Based > 50,000 impressions
Premium positions 2x per month