

DIGITAL / Advertising Rates

PLACEMENT	Ad Unit	Spec	Net CPM
ROS	Leaderboard	728x90	\$100
	Half Page	300x600	\$150
	IMU	300x250	\$110
	Video	Pre-roll	\$225
RON	Leaderboard	728x90	\$50
	IMU	300x250	\$55
	Skyscraper	160x600	\$50
	Video	Pre-roll	\$100
Homepage	Leaderboard	728x90	\$140
	IMU	300x250	\$150
	Half Page	300x600	\$190
Welcome Ad	Welcome Screen	640x480 or 600x600	\$24,000 flat rate/day
Targeted Channel	Leaderboard	728x90	\$110
	Half Page	300x600	\$160
	IMU	300x250	\$120
	Video	Pre-roll	\$250
Geo Targeted (ROS)	Leaderboard	728x90	\$115
	IMU	300x250	\$125
Newsletter	Editorial Targeted	728x90 or 300x250	\$80
	Stand Alone	-	\$250
Microsites	Custom	-	Call for prices
Webinars	Custom	-	Call for prices
Channel Takeover	Custom	-	Call for prices