



Online Investment Guide

Effective: September 1, 2008

CPM Pricing Table (monthly)

CPM Rate	10K imps	20K imps	30K imps	40K imps	50K imps	60K imps	70K imps	80K imps	90K imps	100K imps
\$12.50	125	250	375	500	625	750	875	1000	1125	1250
\$13	130	260	390	520	650	780	910	1040	1170	1300
\$14	140	280	420	560	700	840	980	1120	1260	1400
\$15	150	300	450	600	750	900	1050	1200	1350	1500
\$16	160	320	480	640	800	960	1120	1280	1440	1600
\$17	170	340	510	680	850	1020	1190	1360	1530	1700
\$18	180	360	540	720	900	1080	1260	1440	1620	1800
\$19	190	380	570	760	950	1140	1330	1520	1710	1900
\$20	200	400	600	800	1000	1200	1400	1600	1800	2000
\$21	210	420	630	840	1050	1260	1470	1680	1890	2100
\$22	220	440	660	880	1100	1320	1540	1760	1980	2200
\$23	230	460	690	920	1150	1380	1610	1840	2070	2300
\$24	240	480	720	960	1200	1440	1680	1920	2160	2400
\$25	250	500	750	1000	1250	1500	1750	2000	2250	2500

Rates

Home Page	1x	3x	6x	12x
Big Box	\$21	\$19	\$18	\$17
Top Right Box	\$17	\$15	\$14	\$13

IROS	1x	3x	6x	12x
Leaderboard	\$16	\$14	\$13	\$12.50
Big Box	\$18	\$16	\$15	\$13
Top Right Box	\$16	\$14	\$13	\$12.50

Obits	1x	3x	6x	12x
Leaderboard	\$16	\$14	\$13	\$12.50
Big Box	\$18	\$16	\$15	\$13
Top Right Box	\$16	\$14	\$13	\$12.50

Search*	1x	3x	6x	12x
minimum of 50,000 imps	\$20	\$17	\$15	\$13
Add \$5 cpm for drop down				

Peel Down	1x	3x	6x	12x
minimum of 100,000 only	\$25	\$23	\$20	\$18

Banner Sizes

Big Box 300x250 Box 180x150
 Leaderboard- 728x90 Tile 90x45 Search- 100x45

Drop Notes

Position	FLAT
Animation	\$250
Standard	\$200

Weather

Position	CPM
Weather	\$25.00

Non profit get the 12x rate if 3 month contract or above is signed
 *Add \$1.00 CPM for flash - \$2.00 CPM for video

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