



## CLASSIC

PLACEMENT	SIZE	OPEN NET CPM
LEADERBOARD	728x90	\$32
HALF PAGE	300x600	\$48
RECTANGLE	300x250	\$36

## RICH MEDIA

PLACEMENT	SIZE	OPEN NET CPM
PUSHDOWN	970x90 >970x415	\$100
BILLBOARD	970x250	\$90
SUPERLEADERBOARD	970x90	\$50
PORTRAIT UNIT	300x1050	\$120

## MOBILE

PLACEMENT	SIZE	OPEN NET CPM
LEADERBOARD	320x50	\$40
RECTANGLE	300x250	\$50
PULL UNIT	320x50 >320x480	\$60
PORTRAIT UNIT	300x600	\$80

## VIDEO

PLACEMENT	SIZE	OPEN NET CPM
WELCOME AD	640x480	\$200
EXPANDABLE VIDEO UNIT	Responsive	\$80
IN-CONTENT UNIT	Responsive	\$140

## SPONSORSHIP

PLACEMENT	SIZE	OPEN NET CPM
HOME PAGE TAKEOVER	Package	\$10k/day (flat)
SPONSORED CONTENT	Package	Upon request
NEWSLETTER	Package	Upon request

- ▶ Geo-targeted placements incur a \$10 CPM increase
- ▶ Section targeted placements incur a \$10 CPM increase
- ▶ Contextually-targeted placements incur a 20% CPM increase
- ▶ Custom ad units incur a \$10 CPM increase or a \$5k-\$10k additional flat fee