

CONDENSED RATE CARD - NET RATE

CREATIVE TYPE	FORMAT	PHYSICAL SIZE (in pixels)	FILE SIZE (maximum)	NET RATE
Big Box/Leaderboard/ Skyscraper	Gif/Jpeg/Flash 8 DHTML	300x250/728x90/ 160x600	40KB	\$1700/ 100,000 imp
Peel Back	Flash 8/DHTML	75x75 to 500x500	80KB	\$3000/ 100,000 imp or \$4500 per day
Catfish	png/Flash 8	728x50	40KB	\$2000 per day
Enhanced Text Link	Text	n/a	n/a	\$750 per month
Voken	Jpeg/Gif/Flash 8	500x500	40KB	\$3000/ 100,000 imp or \$4,500 per day
Interstitial	Jpeg/Gif/Flash 8	640x480 1	20KB	\$2500/100,000 imp
Video Big Box	Flash 8	300x250	40KB/2.2MB	\$2100/100,000imp or \$2500/day
Video Pre-Roll	Flash 8	480x360/480x70	1.5MB	\$4000/100,000imp
Push2Buy	Push2Buy Script	300x250	N/A	\$2200/100,000imp plus \$1200 set up
Section Sponsorship*	Jpeg/Gif/Flash 8	650x60	40KB	Sales Rep to Confirm Pricing by Section

HOME PAGE AD PACKAGES

AD PACKAGE	AD UNITS	HOME PAGE
Home Page/Section Takeover	All Units (except catfish & text)	\$4000 per day
Home Page/Section Big Box Takeover	Big Box	\$2000 per day

Last Update: December 19, 2011



Please contact your Account Representative for detailed specifications, rates, advertising guidelines, restrictions and details

416-947-2077