



# Website Rates and Products

## Website Packaged Products

Products—Sold Monthly:	Open Rate	Affiliate	Sponsor	Partner	Premier	Platinum
Pop Quiz	\$4,000	\$3,800	\$3,600	\$3,400	\$3,200	\$3,000
Sponsored Links - Run of Site	\$2,000	\$1,900	\$1,800	\$1,700	\$1,600	\$1,500
Online Custom Surveys	\$8,000	\$7,600	\$7,200	\$6,800	\$6,400	\$6,000
Podcast - Editorial	\$4,000	\$3,800	\$3,600	\$3,400	\$3,200	\$3,000
White Paper Hosting	\$2,000	\$1,900	\$1,800	\$1,700	\$1,600	\$1,500

## Run-of-Site Products

Products—Sold CPM	Open Rate	Affiliate	Sponsor	Partner	Premier	Platinum
Introstitial (10,000 impressions)	\$500	\$475	\$450	\$425	\$400	\$375
Premium Boom Box (300 x 250) Run-of-Site	\$65	\$62	\$59	\$55	\$52	\$49
Top Leaderboard (728 x 90) Run-of-Site	\$55	\$52	\$50	\$47	\$44	\$41
Navigation Bar (125 x 125) Run-of-Site	\$35	\$33	\$32	\$30	\$28	\$26

## Targeted Run-of-Site Products

Products—by Event:	Open Rate	Affiliate	Sponsor	Partner	Premier	Platinum
Premium Boom Box (300 x 250) Targeted ROS	\$81	\$77	\$73	\$69	\$65	\$61
Top Leaderboard (728 x 90) Targeted ROS	\$69	\$66	\$62	\$59	\$55	\$52
Navigation Bar (125 x 125) Targeted ROS	\$44	\$42	\$40	\$37	\$35	\$33

(All electronic rates quotes as "NET." Agency discounts do not apply)

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