

Impression Based Ad Units

STANDARD UNITS	SIZE	RATE	HOME PAGE	ARTICLE PAGES	MOBILE
IMU	300x250	\$2,900	x	x	x
Leaderboard	728x90		x	x	
Expandable IMU	300x250 to 600x250			x	
Sticky Mobile Leaderboard	300x50 or 320x50				x
HIGH IMPACT UNITS	SIZE	RATE	HOME PAGE	ARTICLE PAGES	
Double IMU	300x600	\$5,200		x	
Billboard	970x250		x	x	
DISRUPTIVE UNITS	SIZE	RATE	HOME PAGE	ARTICLE PAGES	
Prestitial	640x480	\$5,200	x	x	
Page Peel	Custom	\$5,200	x	x	
Roller	Custom	\$6,250	x	x	
Enhanced Roller	Custom	\$7,200	x	x	
Stationary Bottom Banner	950x90	\$5,200	x	x	

Native Advertising

UNIT	SIZE	RATE
Home Page	Text	\$7,500
Content Banners	300x250 or 720x90	

Social Media

TYPE	RATE
Social Post	\$4,800

Newsletters

DISPLAY AD	NEWSBRIEF 728 x 90 and 300 x 250	WEEKLY DIGEST 728 x 90	THE SPLASH 728 x 90
1 month	\$7,030	\$8,040	\$4,030
3 months	\$6,720	\$7,540	\$3,850
6 months	\$5,940	\$7,150	\$3,400
12 months	\$5,660	\$6,770	\$3,250
TEXT AD			
1 month	\$4,910	\$3,320	\$2,790
3 months	\$4,450	\$3,130	\$2,500
6 months	\$3,990	\$2,810	\$2,350
12 months	\$3,450	\$2,560	\$2,170

Content Syndication

\$70+/lead