

Impression Based Ad Units

STANDARD UNITS	SIZE	RATE	HOME PAGE	ARTICLE PAGES	MOBILE
IMU	300x250	\$3,000	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	\$5,400		x	
Billboard	970x250		x	x	
DISRUPTIVE UNITS	SIZE	RATE	HOME PAGE	ARTICLE PAGES	
Prestitial	640x480	\$5,400	x	x	
Page Peel	Custom	\$5,400	x	x	
Roller	Custom	\$6,500	x	x	
Enhanced Roller	Custom	\$7,500	x	x	
Stationary Bottom Banner	950x90	\$5,400	x	x	

Native Advertising

UNIT	SIZE	RATE
Home Page	Text	\$9,000
Content Banners	300x250 or 720x90	

Social Media

TYPE	RATE
Social Post	\$5,000

Newsletters

DISPLAY AD	NEWSBRIEF 728 x 90 and 300 x 250	WEEKLY DIGEST 728 x 90	THE SPLASH 728 x 90
1 month	\$7,400	\$8,700	\$4,250
3 months	\$7,000 per month	\$8,100 per month	\$4,100 per month
6 months	\$6,200 per month	\$7,700 per month	\$3,600 per month
12 months	\$5,850 per month	\$7,300 per month	\$3,400 per month
TEXT AD			
1 month	\$5,050	\$3,500	\$2,900
3 months	\$4,600 per month	\$3,300 per month	\$2,650 per month
6 months	\$4,200 per month	\$2,950 per month	\$2,500 per month
12 months	\$3,600 per month	\$2,700 per month	\$2,300 per month

Content Syndication

\$75+/lead