

Advertising Rates

Position 1 - Banner

728px by 90px Top Banner (to the right of the logo), runs on all pages



728px x 90px

Months	1 month	2 months	3 months	4-6 months
Cost per month	395.00	375.00	350.00	315.00
Cost per 1000 views (CPM)	7.05	6.70	6.25	5.63

Square

300px by 250px Square, runs on all pages



Position 2 Square - 300px x 250px

Months	1 month	2 months	3 months	4-6 months
Cost per month	315.00	295.00	270.00	245.00
Cost per 1000 views (CPM)	5.63	5.27	4.82	4.38

Position 4 Square - 300px x 250px

Months	1 month	2 months	3 months	4-6 months
Cost per month	275.00	250.00	225.00	195.00
Cost per 1000 views (CPM)	4.91	4.46	4.02	3.48

Skyscraper

160px by 600px Skyscraper, runs on all pages



Position 3 Skyscraper - 160px x 600px

Months	1 month	2 months	3 months	4-6 months
Cost per month	350.00	330.00	305.00	275.00
Cost per 1000 views (CPM)	6.25	5.89	5.45	4.91

Position 5 Skyscraper - 160px x 600px

Months	1 month	2 months	3 months	4-6 months
Cost per month	275.00	245.00	215.00	185.00
Cost per 1000 views (CPM)	4.91	4.38	3.84	3.30

Position 6 - Bottom Banner

970px by 90px Bottom Banner, runs on front page



970px x 90px

Months	1 month	2 months	3 months	4-6 months
Cost per month	235.00	215.00	190.00	160.00
Cost per 1000 views (CPM)	4.20	3.84	3.39	2.86