

# DIGITAL RATE CARD & SPECS

## ON SITE MEDIA

| Run of Site             | Pricing |
|-------------------------|---------|
| Premium 300x600         | \$650   |
| Premium 728x90          | \$650   |
| Video                   |         |
| Pre-Roll                | \$1000  |
| Post- Roll              | \$1000  |
| Video Interstitial      | \$2000  |
| Custom Video Production | \$3500  |
| High Impact Placements  |         |
| In Banner Video         | \$850   |
| Takeover/Overlay        | \$1500  |

## NEWSLETTERS

| Bi-Weekly Newsletter                   | Pricing | Subscribers           |
|--|---------|-----------------------|
| On the AVENUE-Mon/Thu                  | \$650   | 50,000+<br>(per send) |
| 2 banner ad space max. per newsletter* |         |                       |
| Monthly Newsletter                     |         |                       |
| This Months Issue                      | \$650   | 70,000+               |

## EMAIL BLASTS

| Dedicated Brand Email                 | Rate Card Pricing       | Subscribers |
|---------------------------------------|-------------------------|-------------|
| Client Supplied Creative              | \$1500                  | 70,000+     |
| Custom Email Production               | \$2000                  | 70,000+     |
| Custom Targeted*                      | Varies by audience size | Over 100M + |
| See next page for starting Packages.* |                         |             |

## BRANDED CONTENT & PARTNERSHIP OPPORTUNITIES

| Custom Digital Content | Rate Card Pricing |
|------------------------|-------------------|
| Sponsored Post         | \$1200            |

| Ad Unit                      | Dimensions              | File Size | File Type            | Additional                           |
|------------------------------|-------------------------|-----------|----------------------|--------------------------------------|
| Leaderboard                  | 728x90                  | 40 KB Max | gif, jpeg, png, html | Click through link                   |
| Skyscraper                   | 300x600                 | 40 KB Max | gif, jpeg, png, html | Click through link                   |
| Video Pre-Roll/<br>Post Roll | 640x360<br>:15/:30 max  | 70 KB Max | Fla file             | n/a                                  |
| Video                        | 640x360<br>:30/1:00 max | 70 KB Max | Fla file             | Video Title                          |
| E-News Banners               | 700x130                 | 40 KB max | gif, jpeg, png       | Click through link                   |
| Email Blast                  | Max width<br>600x800    | 70 KB max | gif, jpeg, png, html | Subject line &<br>Click through link |