

# 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

	Pricing	Subscribers
Bi-Weekly Newsletter (Mon/Thu)	\$800	75,000+ (per send)
3 banner ad space max. per newsletter*		
This Months Issue	\$800	75,000+

## EMAIL BLASTS

Dedicated Brand Email	Rate Card Pricing	Subscribers
Client Supplied Creative	\$1700	75,000+
Custom Email Production	\$2000	75,000+
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	\$1500

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/Post Roll	640x360 :15/:30 max	70 KB Max	Fla file	n/a
Video	640x360 :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 600x800	70 KB max	gif, jpeg, png, html	Subject line & Click through link