

pressofAtlanticCity.com

Life, one page @ a time

ONLINE ADVERTISING PROGRAM RATES	IMPRESSIONS (Min)	CPM
Banner 468x60		
Banner-Targeted Section	10,000	\$13.00
Banner-ROS	10,000	\$10.00
Leaderboard 728x90		
Leaderboard-Targeted Section	10,000	\$17.00
Leaderboard-ROS	10,000	\$15.00
Skyscraper 160x600, 120x600		
Skyscraper-Targeted Section	10,000	\$18.00
Skyscraper-ROS	10,000	\$16.00
Medium Rectangle 180x150		
Medium Rectangle-Targeted Section	10,000	\$15.00
Medium Rectangle-ROS	10,000	\$13.00
Story Rectangle 300x250		
Big Rectangle-In Story Only-Targeted Section	10,000	\$17.00
Big Rectangle-In Story Only-ROS	10,000	\$15.00
Button 120x90		
Button-ROS	10,000	\$12.00
Button-Targeted Section	10,000	\$10.00
Rich Media		
Flash-Floating	10,000	\$25.00
Text Link		
Targeted Section	20,000	\$12.00
ROS	20,000	\$8.00
E-mail Marketing		
		Addresses
E-mail Marketing-Newsletter	40,000	\$20.00
E-mail Marketing-Advertising	40,000	\$40.00
Pop-unders 720x300, 550x480, 300x250, 250x250		
		Min. User Visits
Homepage Pop-unders	100,000	\$25.00

CHANNEL SPONSORS (billed monthly)	1 Month	6 Months	12 Months
Weather, Tide Charts, Marine, Sports, Entertainment, Search Results.	\$1,000.00	\$900.00	\$750.00

Ad Size	Pixel Size	Max File Size (k)	Flash File Size (k)	Additional Volume Discounts	
				Impressions	Discount
Banner	468x60	20	25	25,000	5%
Leaderboard	728x90	25	30	50,000	10%
Button	120x90	10	15	100,000	20%
Skyscraper	160x600, 120x600	25	30	200,000	35%
Story Rectangle	300x250	25	30	300,000	50%
Medium Rectangle	180x150	25	30		

Floating flash rates do not include the one-time setup fee or creative design fee associated with these ads. These fees must be determined on a campaign basis and added to total insertion order. Floating flash includes Unicast, Shoshkeles, Eyeblaster, etc. Design fee is \$45.00/hour. 1 hour minimum. Floating flash home page targeting must be pre-approved by Online General Manager. Add \$3.00 cpm to Roll-over or Point-roll ads.

NOTE: Campaigns billed the month they are ordered.