



2010 ONLINE ADVERTISING RATES

HOME PAGE

(Minimum 50K impressions)	50K-99K	100K-199K	200K-299K	300K+
Leaderboard	85	75	65	60
Gallery Unit	75	65	55	50
Roadblock (All Ad Units)	130	115	100	90

HOME PAGE TAKEOVER	Full Week..... 18,500
	Individual Day 4,500

RUN OF SITE

(Minimum 50K impressions)	50K-99K	100K-199K	200K-299K	300K+
Leaderboard	70	63	55	50
Gallery Unit	60	50	42	38

INDUSTRY CHANNELS* All Ad Impressions (Roadblock)

(Minimum 25K impressions)	25K-49K	50K-99K	100K-199K	200K+
Advertising	85	80	75	70
Broadcast	80	75	70	65
Cable	85	80	75	60
Digital	80	75	70	65
TV Ratings	90	85	70	65
Syndication	95	80	75	60

*Custom sponsorship programs available including email push of above Channels.
Inquire for Details and Pricing.

NEWSLETTERS (per week)

	1X	4X	8X	12X	26X	52X
E-Daily (5x per week)						
Leaderboard	5,500	5,240	5,090	4,935	4,790	4,655
Gallery Unit	2,930	2,855	2,780	2,700	2,635	2,575
(Both Units)	6,500	6,190				
			(Commit to 8X or more and both units are at leaderboard price)			
TV BizWire (5x per week)						
Leaderboard	5,500	5,240	5,090	4,935	4,790	4,655
Gallery Unit	2,930	2,855	2,780	2,700	2,635	2,575
(Both Units)	6,500	6,190				
			(Commit to 8X or more and both units are at leaderboard price)			
Daily Viral Video (5x per week)						
Leaderboard	4,500	4,240	4,090	3,935	3,790	3,655
Gallery Unit	2,130	2,055	1,980	1,900	1,835	1,775
(Both Units)	5,500	5,190				
			(Commit to 8X or more and both units are at leaderboard price)			
First Look (1x per week)						
Leaderboard	1,050	995	970	940	910	885
Gallery Unit	500	485	470	455	440	435
(Both Units)	1,240	1,175				
			(Commit to 8X or more and both units are at leaderboard price)			
High Definition (1x per week)						
Leaderboard	1,860	1,770	1,720	1,667	1,615	1,570
Gallery Unit	1,690	1,612	1,565	1,515	1,475	1,435
(Both Units)	2,750	2,625				
			(Commit to 8X or more and both units are at leaderboard price)			
Media Planner (1x per week)						
Leaderboard	5,500	5,240	5,090	4,935	4,790	4,655
Gallery Unit	2,930	2,855	2,780	2,700	2,635	2,575
(Both Units)	6,500	6,190				
			(Commit to 8X or more and both units are at leaderboard price)			



2010 ONLINE ADVERTISING RATES

WEBCASTS & WEBINARS

	1X	3X	6X
Webcasts			
Premier Sponsor (only 1 per event)	15,000		
Co-Sponsors (2 per event)	10,000		
Vendor Webinar	20,000	18,000	16,000

WHITE PAPER POST

	1X	3X	6X	9X	12X
Home Page (per month)	1,800	1,500	1,350	1,200	1,000
Channels (per month)	1,500	1,350	1,200	1,000	90

CASE STUDIES

	1X	3X	6X	9X	12X
Home Page (per month)	3,600	3,000	2,700	2,400	2,000
Channels (per month)	3,000	2,700	2,400	2,000	1,800