



2009

Online Advertising Rates Effective January 2009

HOME PAGE (Minimum 50,000 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	
	Full Week	Mon	Tue	Wed	Thur	Fri	Weekend
Home Page Takeover (Roadblock + Prestitial Ad)	16,500	4,500	4,225	3,800	2,725	2,450	1,667
Time Based Roadblock	9,705	2,500	2,350	2,100	1,550	1,375	920
RUN OF SITE (Minimum 50,000 Impressions)			50K-99K	100K-199K	200K-299K	300K+	
Leaderboard			70	63	55	50	
Gallery Unit			60	50	42	38	
INDUSTRY Channels (Minimum 25,000 Impressions)			25K-49K	50K-99K	100K-199K	200K+	
-All Ad Impressions (Roadblock)							
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	1,000	965	940	915	885	855
Gallery Unit	675	645	625	605	585	570
(Both Units)	1,340	1,285	(Commit to 8X or more and both units are at leaderboard price)			
Daisy Whitney's New Media Report (1x week)						
Leaderboard	2,500	2,380	2,240	2,130	2,090	2,000
Gallery Unit	1,800	1,715	1,610	1,530	1,500	1,445
Button (4 units avail)	1,425	1,350	1,275	1,215	1,190	1,140

(Also includes the same ad positions on the newsletter landing page and all content pages including her blog, her stories, her video page, and her column pages.)

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	900
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