



| Ad Type Ad Position/Size | Length of Campaign | | | Targeting | | |
|--|--------------------|------------|-------------|----------------|--------------------|--------------------|
| | 1-3 Months | 4-6 Months | 7-12 Months | Demo Targeting | Geo-Zone Targeting | Time/Day Targeting |
| Yahoo! Network | | | | | | |
| Run of Yahoo | | | | | | |
| N (728x90) | \$6.00 | \$5.00 | \$4.00 | add \$1 | add \$1 | add \$1 |
| LREC (300x250) | \$8.00 | \$7.00 | \$6.00 | add \$1 | add \$1 | add \$1 |
| MON (425x600) | \$10.00 | \$9.00 | \$8.00 | add \$1 | add \$1 | add \$1 |
| Behavioral Targeting | | | | | | |
| N (728x90) | \$13.00 | \$12.00 | \$11.00 | add \$1 | add \$1 | add \$1 |
| LREC (300x250) | \$17.00 | \$16.00 | \$15.00 | add \$1 | add \$1 | add \$1 |
| MON (425x600) | \$17.00 | \$16.00 | \$15.00 | add \$1 | add \$1 | add \$1 |
| SKY (120x600) | \$15.00 | \$14.00 | \$13.00 | add \$1 | add \$1 | add \$1 |
| Basic Content Targeting - Y!Entertainment, Y! Local, Y!Maps, Y!Weather, Y! Sports, Y! Mail, Y! News | | | | | | |
| N (728x90) | \$10.00 | \$9.00 | \$8.00 | add \$1 | add \$1 | add \$1 |
| LREC (300x250) | \$12.00 | \$11.00 | \$10.00 | add \$1 | add \$1 | add \$1 |
| SKY (120x600) | \$12.00 | \$11.00 | \$10.00 | add \$1 | add \$1 | add \$1 |
| Advanced Content Targeting - Y! Auto, Y! Messenger* | | | | | | |
| N (728x90) | \$17.00 | \$16.00 | \$15.00 | add \$1 | add \$1 | add \$1 |
| LREC* (300x250) | \$16.00 | \$15.00 | \$14.00 | add \$1 | add \$1 | add \$1 |
| SKY (120x600) | \$17.00 | \$16.00 | \$15.00 | add \$1 | add \$1 | add \$1 |

Select ad type and size.

1

Select length of campaign to set starting price.

2

Add charge(s) for targeting.

3