

# NewsTimes.com

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## SKYSCRAPER 160 X 600 PIXELS

Approximately 2.25" x 8.25"

*\$420 per month*

EXAMPLE:  
 50,000 IMPRESSIONS AT \$8.40 PER THOUSAND  
 WITH ONE-YEAR CONTRACT



## RATES

PAGE VIEWS	1-3 MONTHS	3-11 MONTHS	1 YEAR
20,000-50,000	\$15.00 CPM	\$15.00 CPM	\$15.00 CPM
50,000-75,000	\$12.00 CPM	\$10.80 CPM	\$ 8.40 CPM
75,000-100,000	\$11.25 CPM	\$10.13 CPM	\$ 7.88 CPM
100,000-150,000	\$10.80 CPM	\$ 9.72 CPM	\$ 7.56 CPM
150,000-200,000	\$10.20 CPM	\$ 9.18 CPM	\$ 7.14 CPM
200,000 +	\$ 9.60 CPM	\$ 8.64 CPM	\$ 6.72 CPM

- Minimum page view buy = 20,000 impressions per month
- 300 x 250 ad size = \$1.00 CPM extra
- Targeted position = \$1.00 CPM extra
- Bottom banner ads available at \$6.00 CPM

## INTERNET BANNER ADVERTISING

## LEADERBOARD 728 X 90 PIXELS

Approximately 10" x 1.25"

*\$420 per month*

EXAMPLE:  
 50,000 IMPRESSIONS AT \$8.40 PER THOUSAND  
 WITH ONE-YEAR CONTRACT

## IN-STORY AD 300 X 250 PIXELS

Approximately 4.25" x 3.5"

*\$470 per month*

EXAMPLE:  
 50,000 IMPRESSIONS AT \$9.40 PER THOUSAND  
 WITH ONE-YEAR CONTRACT

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