



DIGITAL RATE CARD

Ad Unit (Pixels)	Gross Rates	Unit	Position
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Standard Solutions

Homepage Takeover	\$4,000	24 Hours	Homepage
Section Takeover	\$1,500	24 Hours	Section Page
Billboard - 970 x 250	\$45	CPM	ROS
Super Leaderboard - 970 x 90	\$30	CPM	ROS
Leaderboard - 728 x 90	\$30	CPM	ROS
MPU - 300 x 250	\$25	CPM	ROS
Halfpage - 300 x 600	\$30	CPM	ROS
Video Pre-Roll	\$55	CPM	Video

Mobile Solutions (Web / App)

Mobile Stay On Web - 320 x 50	\$25	24 Hours	ROS
Mobile Video Overlay Web	\$45	CPM	ROS
Mobile Interactive Execution Web	\$50	CPM	ROS
Mobile Stay On App	\$15	CPM	ROS
Mobile MPU App	\$15	CPM	ROS
Full Page Cover Ad App	\$1,500	24 Hours	Cover Page
Full Page Swipe Ad App	\$25	CPM	ROS

High Impact Solutions / Rich Media

Desktop Video Overlay	\$45	CPM	ROS
Desktop Special Execution	TBC	N/A	N/A
Native Advertising	\$40	CPM	ROS
Competitions	TBC	N/A	N/A
Native Advertising Article	\$2,500/Article	N/A	N/A
Expandable Catfish - 970 x 50 (970 x 400)	\$60	CPM	ROS

