



Website Name	Creative Name	Standard Size	Cost (Gross)	Cost (Net)	Buying Model	
	Display Formats					
www.alamasaat.com	Super Leaderboard	970x90	\$66	\$50	CPM	
	Leaderboard	728x90	\$44	\$33	CPM	
	Leaderboard- Expandable	728x90	\$51	\$38	CPM	
	MPU	300x250	\$50	\$37	CPM	
	MPU - Expandable	300x250 - 600 x 250	\$56	\$42	CPM	
	Half page	300x600	\$61	\$45	CPM	
	Billboard	970x250	\$72	\$54	CPM	
	Sponsorships / Takeovers					
	Homepage TakeOver	Leaderboard or Billboard, MPU, Halfpage & Skin		\$7,000	\$5,250	Per Day
	Section TakeOver	Leaderboard or Billboard, MPU, Halfpage & Skin		\$5,000	\$3,750	Per Day
	Mobile					
	Mobile Leaderboard	320x50		\$28	\$21	CPM
	Mobile Interstitial	320x480 / 320x416		\$50	\$38	CPM
	Mobile stay-on (Adhesion Banner)	320x50		\$28	\$21	CPM
Premium Addons						
Roadblock Banners	Add 15% to Gross CPM Rate					
** Content Projects Priced on Case to Case Basis						
*** Special Operations Priced on Case to Case Basis						
Add 15% to CPM Rates For Rich Media / Expandables						