



Website Name	Creative Name	Standard Size	Cost (Gross)	Cost (Net)	Buying Model
CNN International (English) & CNN Arabic	Display Formats				
	MPU	300x250	\$66	\$50	CPM
	MPU - Expandable	300x250 - 600 x 250	\$75	\$56	CPM
	Leaderboard	728x90	\$34	\$26	CPM
	Leaderboard - Expandable	728x90	\$39	\$29	CPM
	Super leaderboard	970x90	\$66	\$50	CPM
	Billboard	970x250	\$100	\$75	CPM
	Half Page	300x600	\$100	\$75	CPM
	Portrait Banner	300x1050	\$100	\$75	CPM
	Video Formats				
	Video Pre-roll	30 Sec Video Pre-roll	\$90	\$68	CPM
	CineFlex	Custom Full Screen Video	\$100	\$75	CPM
	Cross Platform Formats				
	Big Sky Unit	970x90 to 970x418	\$100	\$75	CPM
	MPU	300x250	\$53	\$40	CPM
	Video In Read - English Only	In-read Video	\$105	\$79	CPM
	Video Pre-roll	15 & 30 Sec Video Pre-roll	\$60	\$45	CPM
	Celtra Rich Media Formats**	Miniscroller, In feed gallery, Raective Pull, etc...	\$66	\$50	CPM
	Mobile				
	Mobile MPU	300x250	\$30	\$23	CPM
	Video Pre-roll	15 Sec Video Pre-roll	\$30	\$23	CPM
	Native Placements - Cross Platform				
	Native Article / Images	Placements on Article, Section Front & Homepage	\$85	\$64	CPM
	Native Video	Placements on Homepage & Premium positions	\$100	\$75	CPM
	Sponsorships / Takeovers				
	CNN International Homepage TakeOver	100% SOV (All Banner Placements with Optional Skin)	\$12,000	\$9,000	Per Day
	CNN International Section TakeOver		\$10,000	\$7,500	Per Day
	CNN Arabic Homepage TakeOver		\$9,000	\$6,750	Per Day
	CNN Arabic Section TakeOver		\$6,000	\$4,500	Per Day
	Premium Addons				
Roadblock Banners	Add 10% to Gross CPM Rate				
CNN AIM (Audience Segments)	Add 10% to Gross CPM Rate				