



Website Name	Creative Name	Standard Size	Cost (Gross)	Cost (Net)	Buying Model	
www.crankandpiston.com	Display Formats					
	Super Leaderboard	970x90	\$39	\$29	CPM	
	Leaderboard	728x90	\$33	\$25	CPM	
	Leaderboard- Expandable	728x90	\$39	\$29	CPM	
	MPU	300x250	\$33	\$25	CPM	
	MPU - Expandable	300x250 - 600 x 250	\$39	\$29	CPM	
	Half page	300x600	\$50	\$37	CPM	
	Billboard	970x250	\$55	\$41	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						