



Website Name	Creative Name	Standard Size	Cost (Gross)	Cost (Net)	Buying Model	
	Display Formats					
www.fatafeat.com	MPU	300x250 (Desktop & Mobile)	\$44	\$33	CPM	
	Expandable MPU	300x250 - 600 x 250	\$51	\$38	CPM	
	Leaderboard	728x90	\$44	\$33	CPM	
	Expandable Leaderboard	728x90	\$51	\$38	CPM	
	Half Page	300x600	\$50	\$37	CPM	
	Billboard / Masthead	970x450 /TBC	\$55	\$41	CPM	
	Floor Ad	Fixed at Bottom (Desktop & Mobile)	\$110	\$83	CPM	
	Video Formats					
	Video Pre-Roll	15/30 Second Skipable after 5 Sec	\$61	\$45	CPM	
	Instream / Outstream Video	Instream and Outstream Video formats	\$61	\$45	CPM	
	Facebook Live	Facebook Live Streaming Session	\$20,000	\$15,000	Per Session	
	Sponsorships / Takeovers					
	Tab / Section Creation	Full Branding (Skins & banners)+ Client Content	\$27,000	\$20,000	Per Month	
	Section takeover (Existing section)	Billboard + MPU + Halfpage + Background Skin	\$17,000	\$12,500	Per Month	
	Homepage TakeOver	Leaderboard or Billboard, MPU,Halfpage & Skin	\$10,000	\$7,500	Per Day	
	Native Placements					
	Native Ads - Content Grouping	Multiple Native Content - Video	\$7,000	\$5,250	Per Week	
	Native Ads - Single Placemnet	Single Native Content - Video	\$5,000	\$3,750	Per Week	
	Premium Addons					
	Roadblock Banners	Add 15% to Gross CPM Rate				
** Content Projects Priced on Case to Case Bassis						
*** Special Operations Priced on Case to Case Bassis						
Add 15% to CPM Rates For Rich Media / Expandables						