

## General Ad Campaigns

Run-of-Site Banner Rates	Right Tower 160 X 600	Content Well Rectangle 300 X 250	Top Leaderboard Banner 728 X 90	Ear Ad 180 x 90	Tippy Top 775 X 30
CPM	\$16.00	\$16.00	\$18.00	\$16.00	\$16.00

Add \$2/M to target specific content areas

Home Page Banner Rates	Tippy Top 775 X 30	Ear Ad 180 X 90
CPM	\$20.00	\$20.00

## Production Charges

\$200 Production Charge for Flash ad development

## Advertiser Mailings

Advertiser Only Email	\$65 Per Thousand Mailed
Daily Headline Email	\$300 Per Insertion
BuckeyeXtra Newsletter	\$300 Per Insertion

# 2006 ONLINE RATES

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