



# DEFENSE INDUSTRY DAILY RATE CARD 2012



# Site Ads & Email Newsletter

## Run of Site – Graphic Banners

Impression	Cost	CPM
50,000	\$4,000	\$80
100,000	\$7,600	\$76
150,000	\$10,800	\$72
200,000	\$13,600	\$68

## Email Newsletter – Graphic Banners

Impression	Cost	CPM
50,000	\$4,000	\$80
100,000	\$7,600	\$76
150,000	\$10,800	\$72
200,000	\$13,600	\$68

## Run of Site – Text & Logo

Impression	Cost	CPM
50,000	\$3,000	\$60
100,000	\$5,500	\$55
150,000	\$7,500	\$50
200,000	\$9,000	\$45

## Email Newsletter – Text & Logo

Impression	Cost	CPM
50,000	\$3,000	\$60
100,000	\$5,500	\$55
150,000	\$7,500	\$50
200,000	\$9,000	\$45

## Ad Targeting – Specific Categories

Impression	Cost	CPM
50,000	\$5,000	\$100
100,000	\$9,500	\$95
150,000	\$12,750	\$85

## Category Sponsorships

Duration	Impression	Cost
3 Months	150,000	\$15,750
6 Months	300,000	\$30,000
Full Year	600,000	\$54,000

\* Includes sponsorship taglines and 50,000 targeted banner impressions per month.