

# RATECARD – DIGITAL

TYPE	DIMENSIONS	FORMATS	MAX FILE SIZE	CPM RUN OF SITE	CPM CHANNEL SPECIFIC
BANNER	468x60	GIF, Flash, Javascript tags	40kb	£22	£25
LEADERBOARD	728x90	GIF, Flash, Javascript tags	40kb	£35	£40
SKY	120x600	GIF, Flash, Javascript tags	40kb	£24	£28
MPU	300x250	GIF, Flash, Javascript tags	40kb	£45	£52
BELLYBAND	900x250	GIF, Flash, Javascript tags	50kb	£52	£60
WALLPAPER	1280x1024	jpeg, png, psd	150kb	£54	£62
PAGE SKIN	976x1024	fla (Adobe Flash)	<b>Initial load</b> of no more than 100kb	£54	£62

Type	Price
Expandable	Price on Application
Overlay	Price on Application
Microsite	Price on Application
Advertorial	Price on Application
Competition	Price on Application
Sponsorship	Price on Application
Mobile	Price on Application