



## Ratecard 2013

### Online display

MPU1 - (300x250)  
Leader - (728x90)  
MPU2 - (300x250)  
HPU - (300x600)  
Megabanner - (900x250 or 970x250)  
Side Bar - (dynamic)

Open Door - (includes MPU1, Leader, MPU2/HPU + overlay transition)

### Re-skins

Standard ad roadblock - (MPU1, MPU2 + Leader) + Reskin  
Megabanner ad roadblock - (MPU1, MPU2 + Megabanner)

### One day site takeover - all formats

800,000 impressions (per ad format)

### One day site takeover + Reskin

800,000 impressions (per ad format)

### Weekly newsletter

550,000 active database/recipients

### Solus newsletter - Co-branded editorially driven newsletter

Minimum send 100,000 recipients

### Content Integrations/Partnerships

Content hub production:  
All content integrations need to be supported with traffic drivers

#### - **Minimum £10k in traffic drivers recommended**

Editorial image and text links  
Mixed ad formats

### Ipad display

Minimum requirement is to supply non retina creative (minimum one month tenancy)  
Large grid - 881x623  
(retina display - 1762x1246)

### Mobile

Minimum requirement is to supply non retina creative  
Big Chip - 300x250  
(retina display - 600x500)

Banner - 320x50  
(retina display - 640x500)

### Rates

£25 cpm (ATF)  
£20 cpm  
£20 cpm (BTF)  
£25 cpm  
£35 cpm  
£40 cpm + £1,000 3rd party production cost  
£90 cpm + £2,500 3rd party production cost

£70 cpm  
£100 cpm

£52,000

£68,000

£10 cpm - £5,500 per send  
(Thursdays)

£75 cpm

£POA  
dependent on  
complexity/technology

£25 cpm  
£20 cpm

£2,500 per month

£25 cpm

£15 cpm