

**728x90**  
**North Position**

**300x250(Flex Ad)**  
**LRec Position**

**300x600 or 160x600**  
**LSky Position**

**728x90**  
**South Position**

**AVERAGE MONTHLY PAGE VIEWS – 12,507,640 Million**  
**DAILY AVERAGE – 411,210**  
**TOTAL HOMEPAGE VIEWS - 2, 200,000 Million Per Month**

**AVERAGE MONTHLY UNIQUE INDIVIDUALS\***  
 – 283,407 – Jacksonville.com  
 – 637,000 – Yahoo and Jacksonville.com combined reach  
 70% of adult Internet users in Jacksonville

\*Omniure Site Catalyst and Scarborough

**VERTICALS AVERAGE MONTHLY PAGE VIEWS**  
 Employment – 875,000  
 Real Estate – 345,000  
 Autos – 85,000

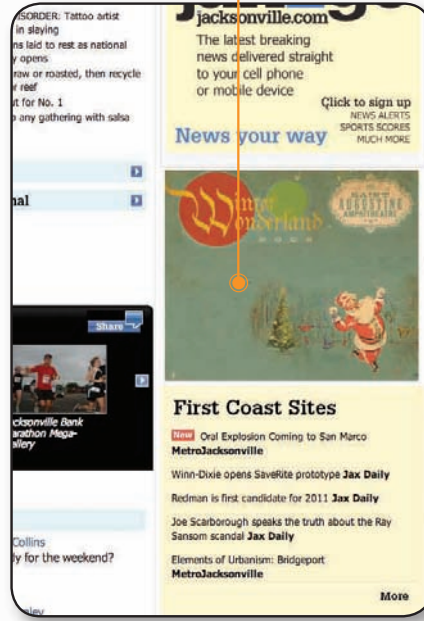
**TOP 5 SECTIONS MONTHLY PAGE VIEWS**  
 News – 2,300,000 Million  
 Homepage – 2,200,000 Million  
 Photos – 2,000,000 Million  
 Obits - 1,000,000 Million  
 Sports – 967,000

# FLEX POSITION

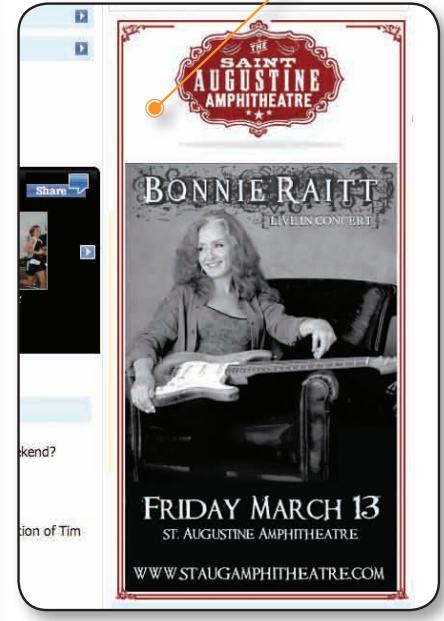
**160x600 - Sky Position**



**300x250 - LRec Position**



**300x600 - LSKY Position**



## JACKSONVILLE.COM ROS ONLINE RATES 2009 (PRIMARY FRONT SECTION PLACEMENT ADD \$3 CPM)

### OPEN RATE

	POSITION	CPM
728 X 90	NORTH	\$18
160 X 600	SKY	\$12
300 X 250	LREC	\$15
300 X 600	LSKY	\$20
728 X 90	SOUTH	\$5

### 3 CONSECUTIVE MONTH CONTRACT

	3 MONTH IMP. MIN.	150,000	450,000	900,000
728 X 90	NORTH	\$17	\$16	\$15
160 X 600	SKY	\$11	\$10	\$9
300 X 250	LREC	\$14	\$13	\$12
300 X 600	LSKY	\$19	\$18	\$17

### 6 MONTHS OUT OF 12 CONTRACT

	6 MONTH IMP. MIN.	600,000	1,500,000	2,700,000
728 X 90	NORTH	\$14	\$13	\$12
160 X 600	SKY	\$8	\$7	\$6
300 X 250	LREC	\$11	\$10	\$9
300 X 600	LSKY	\$16	\$15	\$14

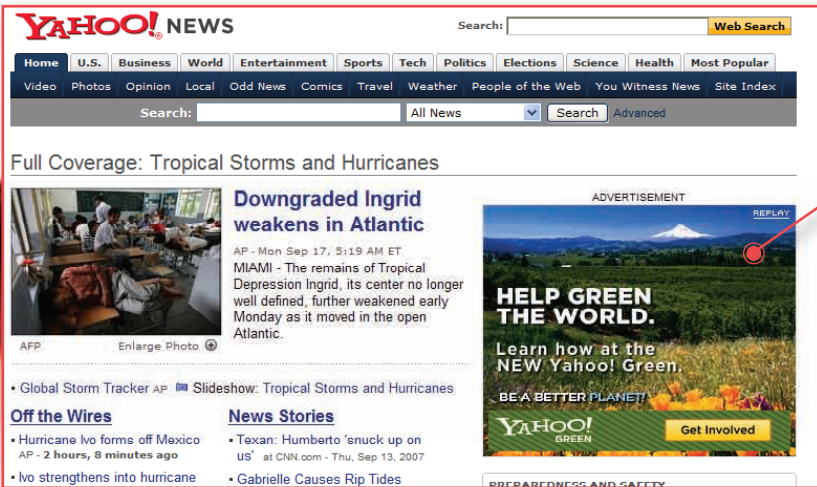
### 12 MONTH CONTRACT

	12 MONTH IMP. MIN.	3,000,000	4,200,000	7,800,000
728 X 90	NORTH	\$11	\$10	\$9
160 X 600	SKY	\$5	\$4	\$3
300 X 250	LREC	\$8	\$7	\$6
300 X 600	LSKY	\$13	\$12	\$11

WITH ANY JACKSONVILLE.COM CONTRACT ADVERTISER CAN USE 12 MONTH YAHOO RON RATES

# YAHOO!™

ONLINE RATES 2009 (Excluding Auto)



**300x250**  
**LREC Position**

**OPEN RATE**

	POSITION	CPM
728 X 90	NORTH	\$8
160 X 600	SKY	\$8
300 X 250	LREC	\$9
425X600	MON	\$9



**160x600**  
**Sky Position**

**3 CONSECUTIVE MONTH CONTRACT**

	3 MONTH IMP. MIN.	150,000
728 X 90	NORTH	\$7
160 X 600	SKY	\$7
300 X 250	LREC	\$8
425 X 600	MON	\$8

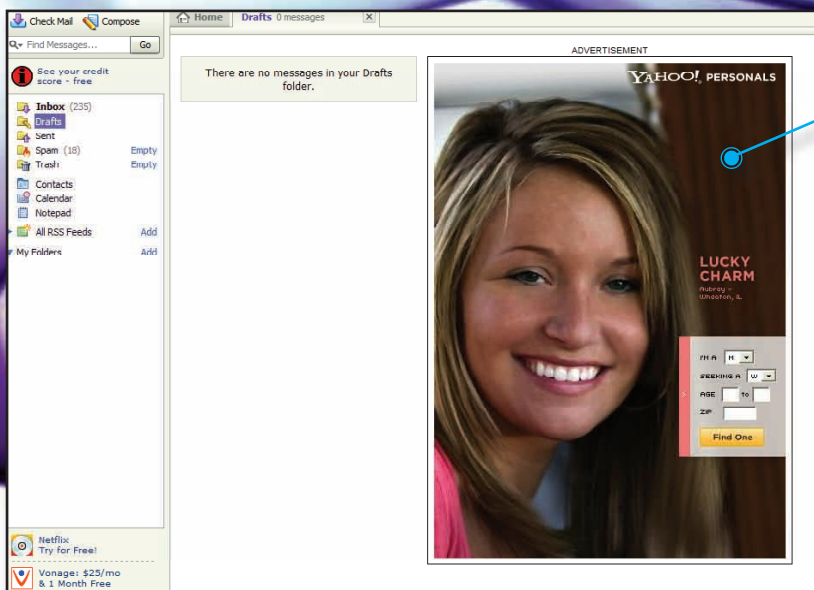
**728x90**  
**North Position**



**6 MONTHS OUT OF 12 CONTRACT**

	6 MONTH IMP. MIN.	600,000
728 X 90	NORTH	\$6
160 X 600	SKY	\$6
300 X 250	LREC	\$7
425 X 600	MON	\$7

**425x600**  
**Mon Position**



**12 MONTH CONTRACT**

**12 MONTH IMP. MIN. 3,000,000**

728 X 90	NORTH	\$5
160 X 600	SKY	\$5
300 X 250	LREC	\$6
425 X 600	MON	\$6

YAHOO! BEHAVIOR TARGETING	POSITION	CPM
	LREC	Min \$5,000
SHOPPERS		\$18
ENGAGERS		\$15

**JACKSONVILLE.COM PREMIUM AD POSITIONS**

	POSITION	OPEN RATE 1X	W/ 3 MO	W/6-12 MO
HOMEPAGE SLIDING BILLBOARD	(24 HOURS)	\$1,850	\$1,500	\$1,250
HOMEPAGE CORNER PEEL	(24 HOURS)	\$1,250	\$1,000	\$850
INSIDE SECTION CORNER PEEL	(24 HOURS)	\$750	\$650	\$550
HOMEPAGE PREMERIAL	(24 HOURS)	\$2,500	\$2,250	\$2,000
INTERSTITIAL	(24 HOURS)	\$1,250	\$1,000	\$850

Ads served to all unique visitors coming to the page. Cookied for every 6 hours

**Advertiser** \_\_\_\_\_ **Date** \_\_\_\_\_

**Jacksonville.com** \_\_\_\_\_ **Date** \_\_\_\_\_