



2010 Media Kit

Start

www.RBR.com is Your Link to Opportunity

www.rbr.com delivers Online Traffic Traffic = Customers = Revenue

Radio Business Report/Television Business Report - Voice of the Broadcasting Industry - Windows Internet Explorer

NIelsen RADIO RATINGS COVERS 98% OF THE POPULATION IN 51 MARKETS.

NO ONE ELSE COMES CLOSE.

HD Radio It's Time to Upgrade!

RBR.com TVBR.com

VOICE OF THE BROADCASTING INDUSTRY

Radio News TV/Cable News Media News Features Media Links Classifieds Epinions

the Hot List

INDUSTRY HEADLINES

NIelsen

mind-blowing POWER

Music Master

www.mtmwfm.com

Changing landscape in Internet TV, online video delivery

Ankenna Networks, provider of new media infrastructure solutions, released a recently published whitepaper that discusses the radical growth and changing... More

LATEST NEWS

Hutchison signals move to TX

Liberty University expands again

NAB fights rear guard action on ownership reports

Stations join forces in Augusta GA

Univision Interactive launches new community

California poised to ban power-guzzling TVs

W Radio 690 AM raising breast cancer awareness

Anchor/Congressman Jay Johnson dead at 66

Radio News | TV/Cable News | Media News

- RBR.com content is heavily sourced by Google News, reaching more than 27 million Americans each day.
- RBR.com averages over 100,000+ visits a month.
- RBR.com houses over 16,000+ articles and is globally read in over 185 countries and over 95 languages.
- RBR.com is periodically referenced on notable media websites: reuters.com, nytimes.com, nypost.com, istockanalyst.com, fcc.gov, bia.com, rasmussenreports.com, freepress.net, freerepublic.com, opencongress.org, kurthanson.com, hispanicbusiness.com, theregister.co.uk, radiodiversity.com, and many more.
- RBR.com delivers online industry traffic with first page presence on top search engines under key search terms such as “radio business” and “television business”. Your advertisement will reach beyond “the fold” for new opportunities and wider target marketing.

Web Images Videos Shopping News Maps More MSN Windows Live

bing radio business

ALL RESULTS

Radio Business Report/Television Business Report - Voice of the...

RELATED SEARCHES

Business Talk 11/15/09

RBR and TVBR moves c...

CHBC Radio

Google radio business

Search Advanced Search Preferences

Web Show options...

Radio Business Report/Television Business Report - Voice of the ...

Jun 24, 2009 ... RBR and TVBR moves consistently through the maze of news to bring you relevant and useful information. Setting RBR and TVBR apart from the ...

Radio News - Radio ratings - Advertising - Radio deals

www.rbr.com/ - Share - Print

Ask radio business.

Web Images

Radio Business Report/Television Business Report - Voice of the ...

Jun 24, 2009 ... RBR and TVBR moves consistently through the maze of news to bring you relevant and useful information. Setting RBR and TVBR apart from the ...

www.rbr.com/

Contact a sales representative today:

Jim Carnegie jcarnegie@rbr.com 813.909.2916 June Barnes june@rbr.com 803.447.8717 Carl Marcucci cmarcucci@rbr.com 703.670.2860

Exclusive: Homepage Sponsorships

www.rbr.com delivers Brand Awareness

A great opportunity to have homepage placement sponsoring one of our five content sections:

These are **exclusive, fixed** ad positions. Your message is tied to the top stories of the day.

Size – 75 x 40 pixels.

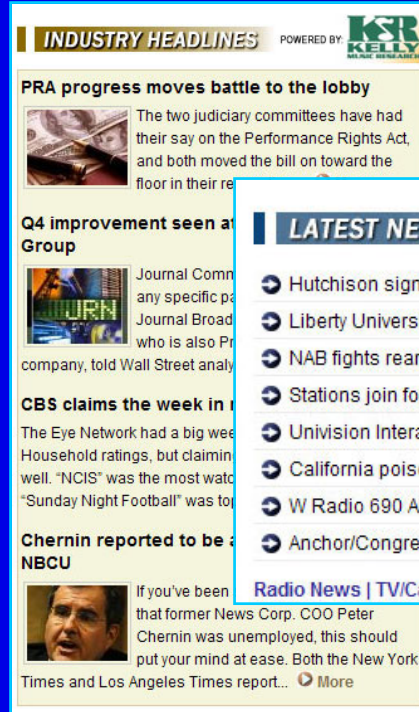
RBR-TVBR's five content sections are:

1. INDUSTRY HEADLINES
2. LATEST NEWS
3. ONLY ON RBR-TVBR
4. MEDIA CENTER
5. ENGINEERING NEWS

Other section sponsorships

Size – 75 x 25 pixels.

- MOST POPULAR
- LATEST COMMENTS
- INTELLIGENCE BRIEFS
- INTERVIEWS
- SALES & MARKETING IDEAS WORKING NOW
- VIEWPOINTS
- RBR/TVBR PRESSWIRE
- RBR/TVBR CLASSIFIEDS



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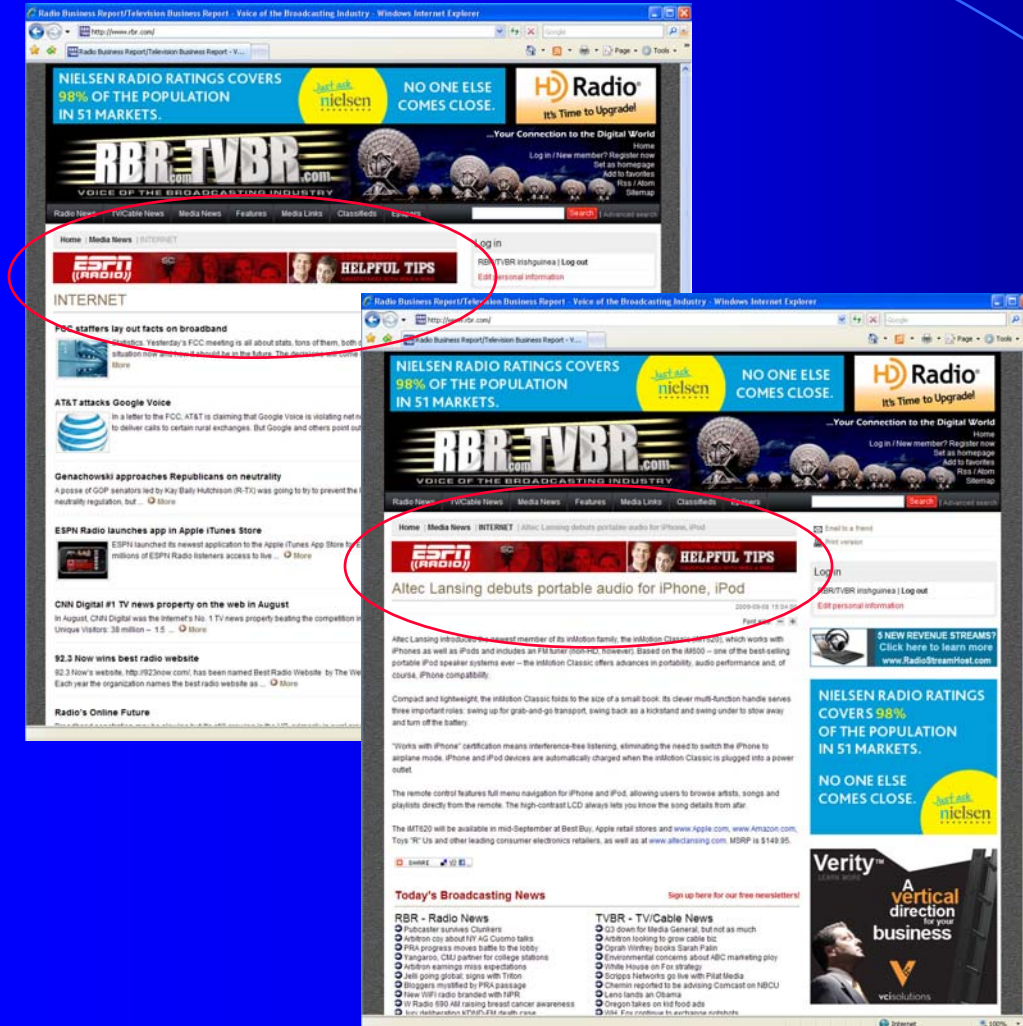
Exclusive: Category & Article Page Sponsorships

www.rbr.com delivers Niche Targeting

Ad placement in a specific category and all articles within that category.

This is an **exclusive, fixed** ad position.

Size – 650 x 50 pixels.



RBR-TVBR's category sections are:

- RADIO NEWS
- RADIO RATINGS
- RADIO DEALS
- TRANSACTION DIGEST
- ENGINEERING
- STATION OPS
- TECH TOPICS
- TV /CABLE NEWS
- TV RATINGS
- TV DEALS
- TRANSACTION DIGEST
- MEDIA NEWS
- ADVERTISING
- RESEARCH
- WASHINGTON BEAT
- WALL STREET
- STOCKS
- INTERNET
- PRESS RELEASES
- EIN WORLD NEWS
- FEATURES
- INTELLIGENCE BRIEFS
- SALES & MARKETING
- IDEAS WORKING NOW
- INTERVIEWS
- VIEWPOINTS

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Exclusive: Embedded Article Sponsorships

www.rbr.com delivers Niche Targeting

Ad placement embedded in the copy of a specific article.

This is an **exclusive, fixed** ad position.

Size – 650 x 150 pixels.

Next, RCS' SMART RIPPER features patented technologies, to analyze ripped songs for attributes such as Tempo, Trim-In, Trim-Out, Next to Play and Intros. Again, these objective attributes flow into the enterprise database and each station benefits from the standardization.

And finally, through the other RCS corporate divisions such as Media Monitors and MEDIABASE, PDs have access to all the music information that would ever be needed. Using MEDIABASE 247, for example, you can see how all the top rated stations rotate their music.

Another innovation is the RCS Media Monitors' Audience Reaction feature known as Mscore™, you to see how your PPM panelists actually react to each song played on your station. The Mscores can be imported to GSelector and used to automatically contour the sound of your station according to the preferences of your most important listeners, the Arbitron panelists who determine your ratings.

The essence of Brent's question is about saving time and being able to garner metadata that is consistent and reliable. With the RCS suite of products, including GSelector, the most powerful music scheduler ever, Brent has all he needs to take his stations programming to the next level.

Warren: I do offer this service now. We can provide new customers with a full database for their format of choice. The one thing that will almost always need to be updated however, is the CART field, the track number for the station's automation system. What we generally do is to get a copy of the automation system database and then do a merge, matching on the Title and Artist fields and importing the track number into the station's new Music 1 database.

ADVERTISEMENT

Add **Mscore** to **GSelector**

Bob Bellini:

I'm ready for a migration of music scheduling to a "cloud" platform, complete online access for "anywhere-anytime" programming. Security/access issues notwithstanding – how close are we? Who is already there? Let's perfect internal analysis so we can create virtually any Mediabase-type report – with the flexibility of super-specific time windows – including percentage-expressed vintage analysis, peak year, or DRG.

Perchuk: Bob also started out with Selector, so he learned music scheduling from the original. But that was then and this is now. The architecture of GSelector was built with the knowledge that PDs no longer sit in a single room huddled over their computer. Programmers now work at home, remotely from other markets and on planes and trains. RCS knows this and we have built remote access into GSelector. We're constantly evaluating and upgrading remote access features to make GSelector adaptable to the way PDs work today.

As for research, GSelector can work with your music call out and auditorium test results and your station's Mscore data, to easily custom tune your programming to the ever changing tastes of your listeners. Why waddle through tons of data by hand when you can use the power GSelector to automate the process of implementing music research.

Warren: We have had discussions about that and I like the idea myself. I think it will come to pass as people become more comfortable with the idea of cloud computing. As for now, we put no restrictions on Music 1 installations. Our customers can install it on as many computers as they want at no additional cost. Then they can just move their station database around from one machine to another on a flash drive. It's almost as convenient as the cloud computing idea.

ON SALE NOW!
Decoding the mysteries of a station purchase and sale contract just got easier.

PROFITABLY
Buying and Selling Broadcast Stations

"This book is so thorough that a buyer or seller should buy two copies, the extra to give to their lawyer!"
- Jay Williams, President
Broadcasting Unlimited

Click here for more info or to order call
1-800-288-4677 x5024

Join RBR-TVBR on **facebook**

Tweet with RBR-TVBR on **twitter**

Most Popular - Top 10 List

- KATV-TV Little Rock reporters fired over YouTube videos
- Rush Limbaugh leaves NYC, Veep wishes he was going further
- RAB Board passes posting resolution; Gaudin comments
- Clear Channel donates four AMs to MITC
- Early prediction for 2011 radio: 3.5% revenue growth
- Radio One fires all in-house DJ's on WMMJ-FM DC
- The social media habits of women 18-34
- Oprah names finalists to have their OWN Show
- Anti-merger website set up to oppose Comcast/NBCU nuptials
- All 'The Bachelorette' says Goodbye to Ty's Sideburns; Heated Splits

Rate this article

Internet 100%

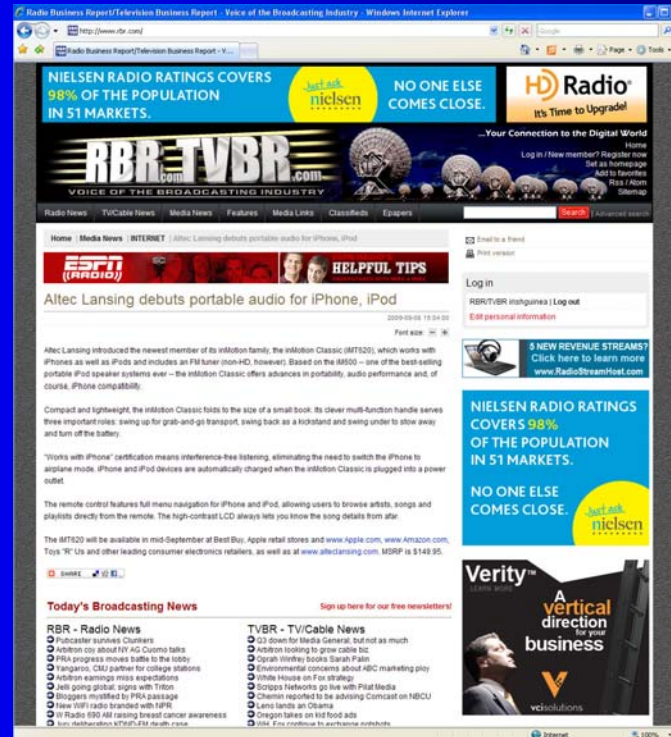
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Run-of-Site: Ad Positions

www.rbr.com

These are ad positions that are served on the homepage and every article page. There may be multiple ads sharing the same position but ads are served evenly across the site.



1 + 7 **Leaderboard**
Header & Footer, Whole Site
728 x 90 pixels

2 **Button Ad**
Header, Whole Site
225 x 90 pixels

4 **Small Rectangle**
Front Page Only
325 x 100 pixels

3 + 6 **Medium Square**
Right column, Whole Site
300 x 250 pixels

5 **1/4 Square**
Right Column, Whole Site
300 x 62 pixels

1/2 Square
Right Column, Whole Site
300 x 125 pixels

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Run-of-Site: Comments Ad Placement

www.rbr.com helps you talk to engaged readers

RADIO NEWS Radio Ratings Radio Deals Transaction Digest Station Ops Tech Topics	TV/CABLE NEWS TV Ratings TV Deals Transaction Digest	MEDIA NEWS Advertising Research Washington Beat Wall Street Stocks Internet	FEATURES Intelligence Briefs Sales & Marketing Ideas Working Now Interviews Viewpoints
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For exciting advertising opportunities in **The Michael Smerconish Program** contact your **Dial Global** sales rep today!

Comments (29 posted):

John Newman on 2009-10-23 06:02:10

Jim,

Before I expanded the first news story in today's edition of RBR, I new it was written by you. Thanks for expressing your opinion about the Chicago Destroyers. Like Neal Boortz says, "Somebody's gotta say it!" My wife an I, along with about 150 other people, gathered Thursday evening at Lake City Community College to hear the refreshing voice of Marco Rubio, currently running for the U.S. Senate in Florida. What we all heard was the voice of "common sense" speaking, and it's been a while since we have experienced that kind of perspective from government leaders. How right you are when you say, we need to speak out, stand up for our beliefs. We can no longer be the silent majority. And those of us who have been blessed to be involved in the broadcasting industry, the business we love, need to step up to the plate and not only speak our peace on the subject, but also involve the listeners of this great country and allow them to have their voice heard as well. That's something radio has not been doing as well as we should. Shame on us.

Keep up the great work Jim. We read your e-letter every day.

Alan Fendrich on 2009-10-23 06:35:45

Jim,

Agreed. However its not only the Executive Branch that is out of control, the Legislature, too, is equally out of control.

Yes, its time we stopped being so politically correct and afraid to offend. We can use the power of our media to remind Americans that they don't have to take this abuse of power.

Example: A year and a half ago 93% of Americans polled opposed TARP bailouts for banks, yet the government rushed through legislation. Result? Among my clients the small businesses are on their backs and the large ones are alive, but on life support.

How well did TARP work? Ask the financial industry executives divying up record bonuses.

The people are becoming more and more angry at what's going on. If we RESPONSIBLY encourage debate and criticism of the elitism that has taken over Washington, we will be serving our nation.

Keep up the good work!

Article commentary is a great interactive tool to keep readers engaged on a page.

Your ad is located above the Comments Section on all article pages throughout the site.

Size – 650 x 50 pixels.

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Run-of-Site: Dual Gutter Ad Placement

www.rbr.com provides prime placement where it counts

Your ads are located on every page of the website, including the homepage.

Size – 130 x 600 pixels.

The screenshot shows the homepage of Radio Business Report/Television Business Report (RBR-TVBR). The website is viewed in a Windows Internet Explorer browser window. Two vertical red ovals highlight the dual gutter ad placement on the left and right sides of the page. The ads are for the Department of Fandemonium, featuring a purple background with a baseball bat and the text 'NOW HIRING: NFL DIRECTOR OF FANDEMONIUM' and 'GET IN THE GAME AT NFLMONSTER.COM'. The website content includes a top navigation bar with 'Radio News', 'TV/Cable News', 'Media News', 'Features', 'Media Links', 'Classifieds', and 'Epapers'. The main content area is divided into several sections: 'the Hot List' with a photo of the White House and the headline 'Obama joins the Fox fray'; 'INDUSTRY HEADLINES' with articles like 'Old media hold ground Down Under', 'Newspapers continue to bleed readers', 'TV helps drag down McGraw Hill', and 'LPFM grassroots effort kicks off'; 'mind-blowing POWER' featuring a 'Music Master' image; 'Most Popular - Top 10 List' with a list of items; and 'LOOKING FOR A NEW JOB?' with a link to the classifieds section. The footer includes 'ONLY ON RBR-TVBR' and 'Intelligence briefs', 'Interviews', and 'Sales And Marketing'.

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Reach Your Target Audience: Website Metrics

Since its launch in January of 2008 to present RBR.com has seen 741,970 unique web users and served more than 2.5 million pages of content.



In the calendar year 2009, RBR.com saw tremendous growth in several aspects of the site, seeing just over 525,000 unique visitors and serving just over 1.7 million pages of content.



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Reach Your Target Audience: Website Growth: Radio

RBR.com's 2009 growth against primary competition in the Radio space -- insideradio.com, radioink.com, rwonline.com and radio-info.com.

Monthly Normalized Metrics / December 2009			
	Unique Visitors	Monthly Change	Yearly Change
rbr.com Uncategorized	44,634	+27.71%	+119.82%
Top Search Terms (89 Terms): survivor samoa, blake lively snl overall viewers, the office october 30 rating overall viewers, dancing with the stars, jimmy kimmel	Top Referral Sites: Referral Sites are unavailable for this site.	Top Destination Sites: Destination Sites are unavailable for this site.	Top Tags: There are no tags for this site. Be the first
radio-info.com Uncategorized	66,312	+5.80%	-12.26%
Top Search Terms (441 Terms): dave fidlin, radio-info, candy and potter, jeff and jer, party fm	Top Referral Sites: Referral Sites are unavailable for this site.	Top Destination Sites: Destination Sites are unavailable for this site.	Top Tags: phyllis-stark, radio, radio-business, radio-news, radio-ratings
insideradio.com Uncategorized	5,967	-28.56%	+8.75%
Top Search Terms (7 Terms): iphone penetration in us, ichabod casino, radio ink, www.insideradio.com, dene hallam	Top Referral Sites: Referral Sites are unavailable for this site.	Top Destination Sites: Destination Sites are unavailable for this site.	Top Tags: There are no tags for this site. Be the first
radioink.com Uncategorized	7,179	-38.05%	-44.73%
Top Search Terms (22 Terms): julie talbott, wve providenc, radioink, radio advertising forecast for 2010, most influential women in radio	Top Referral Sites: Referral Sites are unavailable for this site.	Top Destination Sites: Destination Sites are unavailable for this site.	Top Tags: There are no tags for this site. Be the first
rwonline.com Uncategorized	5,857	+48.47%	+22.28%
Top Search Terms (7 Terms): larry burger recordings studio, joe rosenthal entercom, sangean hd radio reviews, where is the imas t v show, walk a mile in her shoes i blame the patriarchy	Top Referral Sites: Referral Sites are unavailable for this site.	Top Destination Sites: Destination Sites are unavailable for this site.	Top Tags: There are no tags for this site. Be the first

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Reach Your Target Audience: Website Growth: TV

RBR.com's 2009 growth against primary competition in the Television space -- tvnewscheck.com, televisionbroadcast.com and broadcastingcable.com.

Monthly Normalized Metrics / December 2009			
	Unique Visitors	Monthly Change	Yearly Change
rbr.com Uncategorized	44,634	+27.71%	+119.82%
Top Search Terms (90 Terms): rbr.com , blake lewy nfl overall viewers, the office october 30 rating overall viewers, dancing with the stars, president of premiere radio	Top Referral Sites (71 Sites): google.com, salesolutions.com, livejournal.com, radiolink.com, ask.com	Top Destination Sites (90 Sites): google.com, salesolutions.com, yahoo.com, facebook.com, livejournal.com	Top Tags: There are no tags for this site. Be the first
broadcastingcable.com News and Media>Magazines: Entertain...	151,575	-26.43%	-14.24%
Top Search Terms (353 Terms): government serverlet box coupon, broadcasting and cable, miles obrian american morning, brit hume to retire, fairness doctrine 2009	Top Referral Sites (237 Sites): google.com, drudgereport.com, itdatabase.com, monster.com, radio-info.com	Top Destination Sites (225 Sites): monster.com, google.com, drudgereport.com, itdatabase.com, multichannel.com	Top Tags: entertainment, magazine, media
tvnewscheck.com Uncategorized	18,586	+42.36%	N/A
Top Search Terms (64 Terms): tv newscheck, nba free air tv, karen adams wavs, knbc news director, julie bowers wovb	Top Referral Sites (107 Sites): google.com, tvnewsday.com, smartbrief.com, padofseven.tv, newscheckmedia.com	Top Destination Sites (114 Sites): google.com, yahoo.com, facebook.com, nytimes.com, wdbtv.com	Top Tags: There are no tags for this site. Be the first
televisionbroadcast.co... Uncategorized	8,193	+132.29%	+125.27%
Top Search Terms (14 Terms): television broadcast, broadcast tv.com, small multidirectional antenna, television network bidding 2014 olympics, broadcast television	Top Referral Sites (19 Sites): google.com, mybrandocentral.com, adsonar.com, rvonline.com, doubledclick.net	Top Destination Sites (18 Sites): mybrandocentral.com, google.com, yahoo.com, untd.com, sharethis.com	Top Tags: There are no tags for this site. Be the first

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Broadcasting-Focused Newsletters: The AM Report The PM Report The Weekend Report

Our daily newsletters reach over **30,000** Radio and Television executives. From CEO and GMs to Engineers and PDs.

RBR also has a content sharing and distribution relationship with NAB SmartBrief. Our content reaches their membership of over **20,000** people in the media industry.

The morning AM Report and afternoon PM Report is served on the CBS Radio Intranet "Ike" to **8,500** employees.



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NAB SmartBrief



Prime Advertising Positions: Where it Counts

RBR-TVBR Newsletter

All three newsletters share the same ad positions.

All Ad placements are rotated daily so everyone gets positioned evenly.



- 1** **Leaderboard**
Header & Footer
728 x 90 pixels
- 2** **Category Sponsorship**
Left Column
80 x 35 pixels
- 3** **Standard Banner**
Left Column
468 x 60 pixels
- 4** **Button**
Right Column
180 x 150 pixels
- 5** **Mini Sky**
Right Column
205 x 350 pixels
- 6** **Double Standard Banner**
Left Column
468 x 120 pixels

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Reach Your Target Audience: Newsletter Metrics

Corporate 18%
(Pres, VPs CEO, COO, CFO, Reg VP)

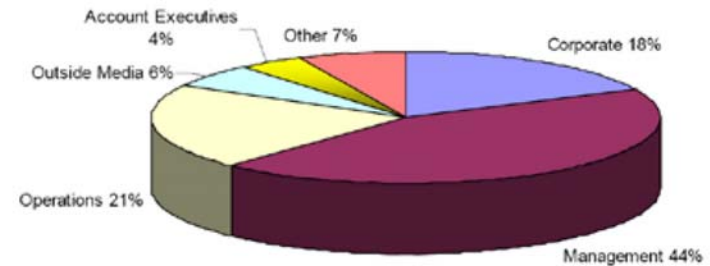
Management 44%
(GM, GSM, HR, LSM, Mg Director, Mg Partner, Mkt Mgr, Mkt Dir,
Nat Sales Mgr, Brand Mgr, Dir of Sales, Station Mgr)

Operations 21%
(PD, Pr Dir, Research, Traffic, Asst PD, MD, Operation Mgr, News,
Eng, On-Air, Administration)

Outside Media 6%
(Analyst, Media Buyer, Media Director, Media Planner, Product-Product Client)

Account Executives 4%
(Sales, AE)

Other 7%
(Analysts/Finance, Association, Cable TV, Consultant, Equipment, Technology,
Government, Investment Banking, Legal, Media Broker)



'Sent' success rate is 98.7% daily.

'Open' success rate is 99.7%, based on HTML format.

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Website

Exclusive

Homepage Sponsorships – Size: 75 x 40
Monthly - \$750

Category Sponsorships – Size: 650 x 50
Monthly - \$700 (top of category and all corresponding articles)

Article Sponsorships – Size: 650 x 150
Per Article - \$500 (embedded in the article)

Run-of-Site

Article Comments Section Sponsorship – Size: 650 x 50
Monthly - \$300

Dual Gutter Sponsorship – Size: 130 x 600
Monthly - \$1,200

Leaderboard – Size: 728 x 90 pixels
Top | Monthly - \$600
Bottom | Monthly - \$300

Header Button Ad – Size: 225 x 90 pixels
Monthly - \$250

Small Rectangle – Size: 325 x 100 pixels
Monthly - \$300

Medium Square – Size: 300 x 250 pixels
1st position | Monthly - \$500
2nd position | Monthly - \$300

½ Square – Size: 300 x 125 pixels
Monthly - \$250

¼ Square – Size: 300 x 62 pixels
Monthly - \$200

RBR-TVBR Rate Card

Newsletters

All Ad placements are rotated so everyone gets positioned evenly.

Leaderboard Header – Size: 728 x 90 pixels
Top | Monthly - \$2,000 | Weekly - \$900 | 1x - \$400
Bottom | Monthly - \$900 | Weekly - \$400 | 1x - \$200

Standard Banner – Size: 468 x 60 pixels
Monthly - \$1,500 | Weekly - \$700 | 1x - \$250

Double Standard Banner – Size: 468 x 120 pixels
Monthly - \$2,200 | Weekly - \$900 | 1x - \$300

Button – Size: 180 x 150 pixels
Monthly - \$700 | Weekly - \$300 | 1x - \$200

Mini Sky – Size: 205 x 350 pixels
Monthly - \$1,500 | Weekly - \$700 | 1x - \$300

Exclusive

Category Sponsorships – Size: 80 x 35 pixels
Monthly - \$600

Sponsored Text Link – approx. 40 words
Monthly - \$1,500 | Weekly - \$700 | 1x - \$300

* Frequency discounts and customizable packages available. All rates net.

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Website

Exclusive

Homepage Sponsorships – Size: 75 x 40
Monthly - \$750

Category Sponsorships – Size: 650 x 50
Monthly - \$700 (top of category and all corresponding articles)

Article Sponsorships – Size: 650 x 150
Per Article - \$500 (embedded in the article)

Run-of-Site

Article Comments Section Sponsorship – Size: 650 x 50
Monthly - \$300

Dual Gutter Sponsorship – Size: 130 x 600
Monthly - \$1,200

Leaderboard – Size: 728 x 90 pixels
Top | Monthly - \$600
Bottom | Monthly - \$300

Header Button Ad – Size: 225 x 90 pixels
Monthly - \$250

Small Rectangle – Size: 325 x 100 pixels
Monthly - \$300

Medium Square – Size: 300 x 250 pixels
1st position | Monthly - \$500
2nd position | Monthly - \$300

½ Square – Size: 300 x 125 pixels
Monthly - \$250

¼ Square – Size: 300 x 62 pixels
Monthly - \$200

Printable RBR-TVBR Rate Card

Newsletters

All Ad placements are rotated so everyone gets positioned evenly.

Leaderboard Header – Size: 728 x 90 pixels
Top | Monthly - \$2,000 | Weekly - \$900 | 1x - \$400
Bottom | Monthly - \$900 | Weekly - \$400 | 1x - \$200

Standard Banner – Size: 468 x 60 pixels
Monthly - \$1,500 | Weekly - \$700 | 1x - \$250

Double Standard Banner – Size: 468 x 120 pixels
Monthly - \$2,200 | Weekly - \$900 | 1x - \$300

Button – Size: 180 x 150 pixels
Monthly - \$700 | Weekly - \$300 | 1x - \$200

Mini Sky – Size: 205 x 350 pixels
Monthly - \$1,500 | Weekly - \$700 | 1x - \$300

Exclusive Spots

Category Sponsorships – Size: 80 x 35 pixels
Monthly - \$600

Sponsored Text Link – approx. 40 words
Monthly - \$1,500 | Weekly - \$700 | 1x - \$300

• Frequency discounts and customizable packages available. All rates net.

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2010 Media Kit

End