

## 2012 Price List

- **Smartphone - Banner by Impressions - ROS - 320x50**  
Priced @ 5 \$ CPM.
- **Tablet - Banner by Impressions - ROS - 728x90**  
Priced @ 5 \$ CPM.
- **Banner by Impressions - ROS - 120x600, 180x90**  
Priced @ 5 \$ CPM (- Minimum 200,000 Impressions).
- **Banner by Impressions - ROS - 728x90, 300x250, 300x600**  
Priced @ 10 \$ CPM (- Minimum 200,000 Impressions).
- **Banner by Impressions - ROS - 728x180**  
Priced @ 15 \$ CPM (- Minimum 200,000 Impressions - 1 Per unique per day).
- **Expandable Banner by Impressions - ROS - Base unit 180x90**  
Priced @ 20 \$ CPM (- Minimum 100,000 Impressions - 1 Per unique per day).
- **Overlay Banner by Impressions - ROS**  
Priced @ 20 \$ CPM (- Minimum 100,000 Impressions - 1 Per unique per day).
- **Pre / Mid / Post - Video Roll Banner**  
Priced @ 25 \$ CPM (- Minimum 25,000 Impressions).
- **Text Link - ROS**  
Priced @ 1 \$ Per click (- Minimum 1,000 Clicks per month).
- **Link on "Sites of Interest"- ROS**  
Priced @ 1000 \$ per month.
- **Exclusive Email Blast**  
Priced @ 5 cents per Email (- Minimum of 30,000 Emails).
- **Home Page - Promotional Content**  
Priced @ 2,500 \$ per week.
- **JPost Official Button - ROS**  
Priced @ 4,000 \$ per month ( - Position 1-4).  
Priced @ 3,000 \$ per month ( - Position 5-10).