

online

One Park Avenue • New York, New York, 10016 • 212.545.4800

UNIT	DIMENSIONS	CPM (NET)
Leaderboard	728x90	\$21.00
Wide Skyscraper	160x600	\$21.00
Large Rectangle	300x250	\$23.00
Floating DHTML	400x400	\$25.00
Pop Ups	Various	\$30.00
Pop Unders	Various	\$16.00
Sponsored By Logo	120x60	\$16.00
Interstitials	500x400	\$46.00
Roadblock/HP Takeover	—	\$29.00
Wall Paper	—	\$40.00
News/Tip of the Day Sponsorship	—	\$15.00

NEWSLETTERS - Quantity: 21,500

FREQUENCY:	MONTHLY DIMENSIONS	CPM (NET)
Co-Branded Email	—	\$270.00
Sponsorship of Newsletter	—	\$65.00
Leaderboard	728x90	\$25.00
Skyscraper	160x600	\$28.00
Text Ad	130 Characters	\$15.00

GENERAL INFORMATION

- CPMs based on ROS placements. Exclusive, targeted and homepage placements are available at an additional cost.
- Advertiser to pay all third party serving fees for rich media.
- 40k maximum file size.
- All interstitials and floaters must have a close button.
- All creative due 5 days prior to campaign launch date.

RATES 2010

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HEALTH