

CPM (gross)

Advertisement	Company	Size/Category/ Impressions	CPM (gross)												
			\$0-\$10	\$11-\$20	\$21-\$30	\$31-\$40	\$41-\$50	\$51-\$60	\$61-\$70	\$71-\$80	\$81-\$90	\$91-\$100	\$101-\$110	\$111-\$120	Other
Button	MSN	120x60				\$45									
Button	MSN	120x90					\$50								
Banner	MSN	468x60				\$45									
Banner Network Banner	MSN	468x60		\$15											
Reminder Button	MSN	120x60			\$35										
Career Button	MSN	120x30	\$9												
Banner - Concentrated	Cnet	468x60													
Marquee	Cnet	234x60						\$60							
Window	Cnet	125x125					\$50								
Banner - Run of Site	Cnet	468x60								\$75					
Banner - Authoring and site design	Cnet	468x60													\$125
Button	Cnet	88x31		\$16											
Leaderboard	Cnet	728x90						\$50							
Skyscraper 600	Cnet	160X600 Run of site							\$60						
Skyscraper 600	Cnet	160X600 Radiation Chart													\$7,059
Skyscraper 600	Cnet	160X600 Top 5													\$11,765
Sporting News Newsletter	Double- click	5,000 name minimum order													\$190
Sporting News Newsletter	Double- click	Everyone						\$45							
Brainbench Newsletter	Double- click	5,000 name minimum order													\$315

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Brainbench Newsletter	Double-click	Everyone					\$45								
Cool Wallstreet Newsletter	Double-click	5,000 name minimum order													\$190
Cool Wallstreet Newsletter	Double-click	Everyone					\$45								
FusionOne Newsletter	Double-click	5,000 name minimum order													\$290
FusionOne Newsletter	Double-click	Everyone					\$45								
Banner - general	WSJ	100,000 - 999,999				\$35									
Banner - general	WSJ	1,000,000 - 2,999,999				\$31.50									
Banner - general	WSJ	3,000,000 - 4,999,999			\$30.00										
Banner - general	WSJ	5,000,000 - 9,999,999			\$26.50										
Banner - general	WSJ	10,000,000 - 19,999,999			\$24.50										
Banner - general	WSJ	20,000,000 +			\$22.00										
Banner - Targeted	WSJ	100,000 - 999,999						\$55							
Banner - Targeted	WSJ	1,000,000 - 2,999,999						\$53.25							
Banner - Targeted	WSJ	3,000,000 - 4,999,999						\$51.00							
Banner - Targeted	WSJ	5,000,000 - 9,999,999					\$49.50								
Banner - Targeted	WSJ	10,000,000 - 19,999,999					\$45.50								

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Banner - Targeted	WSJ	20,000,000 +					\$41.00								
Banner - Premium	WSJ	100,000 - 999,999										\$95			
Ad Image - Premium	WSJ	1,000,000 - 2,999,999									\$85.50				
Banner - Premium	WSJ	3,000,000 - 4,999,999								\$78.50					
Ad Image - Premium	WSJ	5,000,000 - 9,999,999								\$72.00					
Banner - Premium	WSJ	10,000,000 - 19,999,999							\$66.50						
Banner - Premium	WSJ	20,000,000 +						\$60.00							
Banner Standard Gross Rate	NYT	500,000				\$40									
Banner Standard Gross Rate	NYT	860,000				\$35									
Banner Standard Gross Rate	NYT	2,000,000			\$30										
Banner Standard Gross Rate	NYT	4,000,000			\$25										
Banner Standard Gross Rate	NYT	8,500,000		\$20											
Banner Standard Gross Rate	NYT	14,000,000		\$15											
Banner 1 Target Element (25%)	NYT	500,000					\$50								
Banner 1 Target Element (25%)	NYT	860,000				\$43.75									
Banner 1 Target Element (25%)	NYT	2,000,000				\$37.50									

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Banner 1 Target Element (25%)	NYT	4,000,000				\$31.25									
Banner 1 Target Element (25%)	NYT	8,500,000			\$25										
Banner 1 Target Element (25%)	NYT	14,000,000		\$18.75											
Banner 2 Target Elements(+30%)	NYT	500000						\$52							
Banner 2 Target Elements(+30%)	NYT	860,000					\$45.50								
Banner 2 Target Elements(+30%)	NYT	2,000,000				\$39									
Banner 2 Target Elements(+30%)	NYT	4,000,000				\$32.50									
Banner 2 Target Elements(+30%)	NYT	8,500,000			\$26										
Banner 2 Target Elements(+30%)	NYT	14,000,000		\$19.50											
Banner 3 Target Elements(+30%)	NYT	500000						\$54							
Banner 3 Target Elements(+30%)	NYT	860,000					\$47.25								
Banner 3 Target Elements(+30%)	NYT	2,000,000				\$40.50									
Banner 3 Target Elements(+30%)	NYT	4,000,000				\$33.75									
Banner 3 Target Elements(+30%)	NYT	8,500,000			\$27										
Banner 3 Target Elements(+30%)	NYT	14,000,000		\$20.25											

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Banner	Lycos	468 x 60					\$50								
Skyscraper	Lycos	120 x 600								\$75					
Vertical Banner	adweek	120 x 240						\$60							
Top Banner	adweek	468 x 60						\$50							
Top Button	adweek	120 x 60				\$40									
Homepage Spot I	adweek	185x75				40									\$7,500 total
Homepage Spot II	adweek	185x75						\$50							\$6,000 total
News Break Push Banner	adweek	120 x 240				\$35									Monthly CPM average
IQ Morning briefing Banner	adweek							\$55							Monthly CPM average
Banner	AdAge	Run of Site < 25000 size: 234x60										\$95			
Banner	AdAge	200,000+ Page Views < 25000 size: 234x60									\$85				
Banner	AdAge	Interactive Select < 25000 size: 234x60												\$120	
Banner	AdAge	Run of Site \$25,000 to \$99,999 size: 234x60									\$90				
Banner	AdAge	200,000+Page Views \$25,000 to \$99,999 size: 234x60								\$80					

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Banner	AdAge	Interactive Select \$25,000 to \$99,999 size: 234x60												\$110	
Banner	AdAge	Run of Site >\$100,000 size: 234x60										\$85			
Banner	AdAge	200,000+Page Views >\$100,000 size: 234x60									\$77				
Banner	AdAge	Interactive Select >\$100,000 size: 234x60										\$100			
Audio clip	MTVi	30 Seconds													\$1,000