

Online and E-Marketing Rates 2010

Online Rates

	CPM rate	Typical Example
Button	£25 per 000	50,000 impressions over 4 weeks = £1,250
Leaderboard	£45 per 000	50,000 impressions over 4 weeks = £2,250
Skyscraper	£55 per 000	50,000 impressions over 4 weeks = £2,750
MPU's	£65 per 000	50,000 impressions over 4 weeks = £3,250
Page Peel	£70 per 000	50,000 impressions over 4 weeks = £3,500
Homepage Take over	£1000	
Bespoke Channel	£9000 3 months	
	£15k 6 month	
	£27k 12 months	
Industry Resources	£6000 12 months	
(Contextual Marketing)	£4,000 6 months	
Video broadcast delivery only	£2,000 per month	
Video broadcast including production	POA	

E-Marketing Rates

E-updates	Top £750
	Middle £500
	Bottom £350
	Skyscraper £500
	(from supplied copy. +£200 for unfinished material)
Bespoke email advertising	£1,695 supplied copy (+£200 for unfinished material)
Newswire (solus)	£1,950
Newswire top banner	£850
Newswire skyscraper	£850
Newswire MPU	£800
Newswire advertorial	£850
Newswire supplier news	£149

Call us now to make a booking or for more information.

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