

Banner Specifications & Rates

Locations	Size & File Limits	CPI	CPM
Home Page Leaderboard*	728x90 (30k file limit)	\$0.14	\$ 180.00
Home Page Tile*	125 x 125 (15k file limit)	\$0.09	\$ 120.00
Skyscraper (ROS)	125 x 600 (30k file limit)	\$0.16	\$ 155.00
Boombox (ROS)	336 x 280 (50k file limit)	\$0.21	\$ 220.00
Top/Bottom Leaderboard**	728x90 (30k file limit)	\$0.10	\$ 105.00
NAV Tile (NAV bar only)	125 x 125 (15k file limit)	\$0.05	\$ 55.00
Welcome	640 x 480 (60k file limit)	\$2,000 per day	
		\$9,000 per week	
Peelback	800 x 600 (100k file limit)	\$5,000 per week	
NAV button	120 x 60 (30k file limit)	Homepage \$60.00 CMP; other pages \$35.00 CMP	
Popunder	720 x 300 (50k file limit)	\$2,000 per day	
		\$9,000 per week	

* Note: Home Page location only, all sizes on internal pages

** Top/Bottom Leaderboards are Product Specific Plus ROS

File Types

GIF

Jpeg

HTML Forms (with search boxes and clickable images – must be hosted by the client.
Only HTML will be accepted – Max of 3k characters)

SHOCKWAVE/FLASH (Do **NOT** embed urls within FLASH banners),
must include gif or jpeg image file

3rd party ad: *DoubleClick – redirects/internal redirect, Atlas, Eyewonder, Enliven, Bluestreak, Unicast, Pointroll, KlipMart, etc.*

Java applets*

Video Banners*

*must be hosted by a 3rd party.

3 loop limit 72 dpi

There is a 48 hour turn around on all banners materials submitted.
All rich media and HTML banners will require up to 72 hours to deploy.

Please Note:

- We can not track clicks from SHOCKWAVE/FLASH banners.
- All 3rd party tags require 72 hours lead time and can not be used for multiple placements.
Each placement must have a separate tag.
- Not all browsers accept/support DHTML creatives.