RATE CARD

WEBSITE: Our site serves as the foundation of all of our offerings and provides marketers with a strong platform to increase brand awareness and drive leads.

	Description	CPM	Monthly (est)	Monthly Impressions (est)*	Creative Specs**		
					Desktop	Tablet	Mobile
Half Page (Medium Rectangle on tablet & mobile)	Displays as half-page on desktop and medium rectangle on all other devices	$70	$3,750	45,000	300x600	300x250	300x250
Medium Rectangle	Displays as medium rectangle-on desktop and medium rectangle on all other devices	$35	$1,750	10,000	300x250	300x250	300x250
Leader Billboard (Top)	Displays above top menu	$90	$5,200	55,000	970x250, 970x90, 728x90	728x90	300x50
Leader Billboard (Bottom)	Displays above bottom menu	$70	$2,700	20,000	970x250, 970x90, 728x90	728x90	300x50
Leader Billboard (Bottom Anchor)	Fixed to bottom of browser window. Appears upon page load, once per user per day	$90	$5,200	55,000	970x250, 970x90, 728x90	728x90	300x50

*Numbers are estimates only. Numbers fluctuate month by month.
**All ad file sizes should be less than 80kb for static images, and 150kb for animated images.

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NEWSLETTER: Our newsletter delivers targeted content weekly on Tuesdays and Thursdays to more than 80,000 operation and line-of-business retail executives looking for strategies and solutions that will help them enhance their customers' experiences across ALL channels.

	1 Newsletter	4 Newsletter - Save 5%	8 Newsletter - Save 5%	12 Newsletter - Save 5%	Specs
Featured Banner	$1,750.00	$6,100.00	$12,000.00	$17,000.00	468 x 60
Standard Banner	$1,250.00	$4,750.00	$9,000.00	$12,750.00	468 x 60
Featured Text Ad	$1,750.00	$6,100.00	$12,000.00	$17,000.00	Image: 250 x 250 Headline: 50 characters Body: 110 characters
	1 Newsletter	**2 Newsletter**	**4 Newsletter**	**8 Newsletter**	
Full Takeover	$8,000.00	$14,000.00	$24,500.00	$42,850.00	· Featured Sponsor Logo · Featured Banner Ad (x1) · Featured Text Ad (x1) · Standard Banner Ad (x2) · RTP Social Media Posts (x2)