

ONLINE RATECARD 2010



Online Ratecard

MoneyMarketing

mortgagestrategy

fundstrategy



Leaderboard (Exp.)	£45cpm (£55cpm)	£45cpm (£55cpm)	£45cpm (£55cpm)	£50cpm (N/A)
Super leaderboard (Exp.)	£65cpm (£80cpm)	£65cpm (£80cpm)	£65cpm (£80cpm)	N/A
Ribbon (Exp.)	£40cpm (£50cpm)	£40cpm (£50cpm)	£40cpm (£50cpm)	N/A
Skyscraper (Exp.)	£38cpm (£45cpm)	£38cpm (£45cpm)	£38cpm (£45cpm)	N/A
MPU (Exp.)	£75cpm (£90cpm)	£75cpm (£90cpm)	£75cpm (£90cpm)	£85cpm (N/A)
Half Page	£105cpm	£105cpm	£105cpm	N/A
Page wrap/Associated creative	on request	on request	on request	on request
Behavioural/Contextual targeting	on request	on request	on request	on request
Single button/Tile (per month)	£2,250	£1,750	£1,250	N/A
Overlay (capped at 1 user per session - max 50k/mth)	£3,500	£3,500	£1,750 (20k/mth)	N/A
Page Peel (capped at 1 user per session - max 50k/mth)	£3,500	£3,500	£1,750 (20k/mth)	N/A
Homepage Takeover	£1,850	£1,500	£900	on request
Channel homepage sponsorship	£3,000	£2,000	on request	on request
Article sponsorship banner (per week)	£1,000	N/A	N/A	N/A
Search sponsorship (per month)	£4,450	£3,950	£3,450	N/A
Most Popular sponsorship (per month)	£3,550	£3,150	£2,750	N/A
Related Articles sponsorship (per month)	£3,550	£3,150	£2,750	N/A
Straw Poll sponsorship	£2,450	£2,450	N/A	N/A
Join the debate/Comments sponsorship	£5,950	£4,950	£4,450	N/A
Email sponsorship	£1,200	£1,200	£1,000	Dedicated - £4,000 Essential - £3,000

CONTACT DETAILS

For further information about rates and availability, please contact any of the following people:

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