

# ONLINE RATECARD

# 2012

MoneyMarketing mortgagestrategy fundweb

## BANNERS & BUTTONS

Leaderboard	£55cpm	£55cpm	£55cpm
Skyscraper	£50cpm	£50cpm	£50cpm
Ribbon	£55cpm	£55cpm	£55cpm
MPU	£80cpm	£80cpm	£80cpm
Half page	£100cpm	£100cpm	£100cpm
Sidekick	£115cpm	£115cpm	£115cpm
Overlay (capped at 1 user per session)	£115cpm	£115cpm	£115cpm
Premium Button	£35cpm	£1,750/mth	£40cpm
Contextual and/or behavioural targeting	on request	on request	on request

## SPONSORSHIPS

Homepage takeover/reskin/wallpaper	£2,200	£1,650	£1,000
Channel homepage - per month	on request	£600	on request
Search sponsorship - per month	£2,950	£2,950	£2,950
Most popular articles - per month	£1,850	£1,600	£1,400
Straw poll - per month	£1,850	£1,850	£1,400
Join the debate/comments - per month	£2,950	£2,950	£2,950
Email - per email	£950	£950	£950

## BEPOKE SOLUTIONS

Advertorial feature - per article	£3,550	£2,750	£2,450
Survey	from £3,750	from £3,750	from £3,750
Video production	from £7,500	from £7,500	from £7,500

## AVELO EXCHANGE - SOURCING SYSTEM

Leaderboard - £40cpm	Channel homepage sponsorship - from £1,000
MPU - £55cpm	Solus email - £4,000 per email
Homepage takeovers - £1,500 per day	News email - £3,000 per email

## CONTACT DETAILS

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



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