

# 2010 Interactive Rate Card

Rev. Jan. 1, 2010

ROP CONTRACT	Run of Network			Run of Channel			Home Page and Targeted Channel			Bonus Impressions	
	728 x 90 Leaderboard	300 x 250 Big Box	160 x 600 300 x 600 Magazine	728 x 90 Leaderboard	300 x 250 Big Box	160 x 600 300 x 600 Magazine	728 x 90 Leaderboard	300 x 250 Big Box	160 x 600 300 x 600 Magazine	Impressions added at no charge to your campaign. Quantity is based on the volume of your initial campaign order. These ads are scheduled as Run of Network impressions	
Open	\$12.00	\$13.20	\$15.60	\$16.65	\$18.32	\$21.65	\$24.30	\$26.73	\$31.59	100,000 -249,999	10%
\$2,500	\$11.88	\$13.07	\$15.44	\$16.48	\$18.13	\$21.43	\$24.06	\$26.46	\$31.27	250,000 -499,999	20%
\$3,000	\$11.76	\$12.94	\$15.29	\$16.32	\$17.95	\$21.21	\$23.82	\$26.20	\$30.96	500,000 -999,999	40%
\$3,600	\$11.64	\$12.81	\$15.14	\$16.16	\$17.77	\$21.00	\$23.58	\$25.94	\$30.65	1,000,000 -2,499,999	50%
\$4,320	\$11.53	\$12.68	\$14.99	\$15.99	\$17.59	\$20.79	\$23.34	\$25.68	\$30.35	2,500,000+	100%
\$5,180	\$11.41	\$12.55	\$14.84	\$15.83	\$17.42	\$20.58	\$23.11	\$25.42	\$30.04	Banners are sold by impression on a cost per 1000 basis.	
\$6,220	\$11.30	\$12.43	\$14.69	\$15.68	\$17.24	\$20.38	\$22.88	\$25.17	\$29.74	<b>Rich Media Ads:</b>	
\$7,460	\$11.18	\$12.30	\$14.54	\$15.52	\$17.07	\$20.17	\$22.65	\$24.91	\$29.44	<ul style="list-style-type: none"> <li>■ Add \$5.00 per thousand</li> <li>■ \$220 per-creative production charge.</li> </ul>	
\$8,950	\$11.07	\$12.18	\$14.39	\$15.36	\$16.90	\$19.97	\$22.42	\$24.66	\$29.15	<b>List of Channels</b>	
\$10,700	\$10.96	\$12.06	\$14.25	\$15.21	\$16.73	\$19.77	\$22.20	\$24.42	\$28.86		
\$12,800	\$10.85	\$11.94	\$14.11	\$15.06	\$16.56	\$19.58	\$21.98	\$24.17	\$28.57	<b>Sports</b>	<b>News</b>
\$15,400	\$10.74	\$11.82	\$13.97	\$14.91	\$16.40	\$19.38	\$21.76	\$23.93	\$28.28	Sports Front	Government
\$18,500	\$10.64	\$11.70	\$13.83	\$14.76	\$16.23	\$19.19	\$21.54	\$23.69	\$28.00	College Sports	Education
\$22,200	\$10.53	\$11.58	\$13.69	\$14.61	\$16.07	\$18.99	\$21.32	\$23.46	\$27.72	High School	Religion
\$26,600	\$10.42	\$11.47	\$13.55	\$14.46	\$15.91	\$18.80	\$21.11	\$23.22	\$27.44	NASCAR	Crime
\$31,900	\$10.32	\$11.35	\$13.42	\$14.32	\$15.75	\$18.62	\$20.90	\$22.99	\$27.17	Professional	Community
\$38,300	\$10.22	\$11.24	\$13.28	\$14.18	\$15.59	\$18.43	\$20.69	\$22.76	\$26.90	<b>Business</b>	Public Records
\$46,000	\$10.12	\$11.13	\$13.15	\$14.04	\$15.44	\$18.25	\$20.48	\$22.53	\$26.63	Business Front	Health & Science
\$55,200	\$10.01	\$11.02	\$13.02	\$13.89	\$15.28	\$18.06	\$20.28	\$22.31	\$26.36	Stocks	National
\$66,200	\$9.91	\$10.91	\$12.89	\$13.76	\$15.13	\$17.88	\$20.08	\$22.08	\$26.10	Personal	World
\$79,400	\$9.81	\$10.80	\$12.76	\$13.62	\$14.98	\$17.70	\$19.88	\$21.86	\$25.84	Finance	<b>Life</b>
\$95,300	\$9.72	\$10.69	\$12.63	\$13.48	\$14.83	\$17.53	\$19.68	\$21.64	\$25.58	<b>GoTriad</b>	Life Front
\$114,000	\$9.62	\$10.58	\$12.51	\$13.35	\$14.68	\$17.35	\$19.48	\$21.43	\$25.32	SCENE	People
\$137,000	\$9.52	\$10.48	\$12.38	\$13.21	\$14.54	\$17.18	\$19.28	\$21.21	\$25.07	<b>Greensboro &amp; Sitlins</b>	Health & Fitness
\$164,000	\$9.43	\$10.37	\$12.26	\$13.08	\$14.39	\$17.01	\$19.09	\$21.00	\$24.82	<b>Multimedia</b>	Celebrations
\$197,000	\$9.33	\$10.27	\$12.13	\$12.95	\$14.25	\$16.84	\$18.90	\$20.79	\$24.57	<b>Photo Galleries</b>	<b>TriadCars</b>
\$250,000	\$9.24	\$10.16	\$12.01	\$12.82	\$14.10	\$16.67	\$18.71	\$20.58	\$24.33		<b>TriadHomes</b>
\$500,000	\$9.15	\$10.06	\$11.89	\$12.69	\$13.96	\$16.50	\$18.52	\$20.38	\$24.08		<b>TriadCareers</b>
											<b>TriadMarketplace</b>