

2011 Interactive Rate Card

Rev. Jan. 1, 2010

ROP CONTRACT	Run of Network			Run of Channel			Home Page and Targeted Channel		
	Banner ads that can run on any day of the week on any of the sites within our network.			Banner ads that run throughout one or more of our four major categories of content: News, Business, Sports or Lifestyles.			Provides the maximum level of targeting allowing you to pick the home page or any sub-section of our site to target your message.		
	728 x 90	300 x 250	160 x 600 300 x 600	728 x 90	300 x 250	160 x 600 300 x 600	728 x 90	300 x 250	160 x 600 300 x 600
Leaderboard	Big Box	Magazine	Leaderboard	Big Box	Magazine	Leaderboard	Big Box	Magazine	
Open	\$12.00	\$13.20	\$15.60	\$16.65	\$18.32	\$21.65	\$24.30	\$26.73	\$31.59
\$2,500	\$11.88	\$13.07	\$15.44	\$16.48	\$18.13	\$21.43	\$24.06	\$26.46	\$31.27
\$3,000	\$11.76	\$12.94	\$15.29	\$16.32	\$17.95	\$21.21	\$23.82	\$26.20	\$30.96
\$3,600	\$11.64	\$12.81	\$15.14	\$16.16	\$17.77	\$21.00	\$23.58	\$25.94	\$30.65
\$4,320	\$11.53	\$12.68	\$14.99	\$15.99	\$17.59	\$20.79	\$23.34	\$25.68	\$30.35
\$5,180	\$11.41	\$12.55	\$14.84	\$15.83	\$17.42	\$20.58	\$23.11	\$25.42	\$30.04
\$6,220	\$11.30	\$12.43	\$14.69	\$15.68	\$17.24	\$20.38	\$22.88	\$25.17	\$29.74
\$7,460	\$11.18	\$12.30	\$14.54	\$15.52	\$17.07	\$20.17	\$22.65	\$24.91	\$29.44
\$8,950	\$11.07	\$12.18	\$14.39	\$15.36	\$16.90	\$19.97	\$22.42	\$24.66	\$29.15
\$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
\$15,400	\$10.74	\$11.82	\$13.97	\$14.91	\$16.40	\$19.38	\$21.76	\$23.93	\$28.28
\$18,500	\$10.64	\$11.70	\$13.83	\$14.76	\$16.23	\$19.19	\$21.54	\$23.69	\$28.00
\$22,200	\$10.53	\$11.58	\$13.69	\$14.61	\$16.07	\$18.99	\$21.32	\$23.46	\$27.72
\$26,600	\$10.42	\$11.47	\$13.55	\$14.46	\$15.91	\$18.80	\$21.11	\$23.22	\$27.44
\$31,900	\$10.32	\$11.35	\$13.42	\$14.32	\$15.75	\$18.62	\$20.90	\$22.99	\$27.17
\$38,300	\$10.22	\$11.24	\$13.28	\$14.18	\$15.59	\$18.43	\$20.69	\$22.76	\$26.90
\$46,000	\$10.12	\$11.13	\$13.15	\$14.04	\$15.44	\$18.25	\$20.48	\$22.53	\$26.63
\$55,200	\$10.01	\$11.02	\$13.02	\$13.89	\$15.28	\$18.06	\$20.28	\$22.31	\$26.36
\$66,200	\$9.91	\$10.91	\$12.89	\$13.76	\$15.13	\$17.88	\$20.08	\$22.08	\$26.10
\$79,400	\$9.81	\$10.80	\$12.76	\$13.62	\$14.98	\$17.70	\$19.88	\$21.86	\$25.84
\$95,300	\$9.72	\$10.69	\$12.63	\$13.48	\$14.83	\$17.53	\$19.68	\$21.64	\$25.58
\$114,000	\$9.62	\$10.58	\$12.51	\$13.35	\$14.68	\$17.35	\$19.48	\$21.43	\$25.32
\$137,000	\$9.52	\$10.48	\$12.38	\$13.21	\$14.54	\$17.18	\$19.28	\$21.21	\$25.07
\$164,000	\$9.43	\$10.37	\$12.26	\$13.08	\$14.39	\$17.01	\$19.09	\$21.00	\$24.82
\$197,000	\$9.33	\$10.27	\$12.13	\$12.95	\$14.25	\$16.84	\$18.90	\$20.79	\$24.57
\$250,000	\$9.24	\$10.16	\$12.01	\$12.82	\$14.10	\$16.67	\$18.71	\$20.58	\$24.33
\$500,000	\$9.15	\$10.06	\$11.89	\$12.69	\$13.96	\$16.50	\$18.52	\$20.38	\$24.08

Bonus Impressions	
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	
100,000 -249,999	10%
250,000 -499,999	20%
500,000 -999,999	40%
1,000,000 -2,499,999	50%
2,500,000+	100%

Banners are sold by impression on a cost per 1000 basis.

Rich Media Ads:

- Add \$5.00 per thousand
- \$220 per-creative production charge.

List of Channels	
Sports	News
Sports Front	Government
College Sports	Education
High School	Religion
NASCAR	Crime
Professional	Community
Business	Public Records
Business Front	Health & Science
Stocks	National
Personal	World
Finance	Life
GoTriad	Life Front
SCENE	People
Greensboro & Sitlins	Health & Fitness
Multimedia	Celebrations
Photo	TriadCars
Galleries	TriadHomes
	TriadCareers
	TriadMarketplace