

2012 Interactive Rate Card

Rev. May 9, 2012

Run of Network				Run of Channel			Home Page and Targeted Channel			Bonus Impressions	
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.			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	
ROP CONTRACT	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	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	Rich Media Ads:	
\$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"> ■ Add \$5.00 per thousand ■ \$220 per-creative production charge. 	
\$8,950	\$11.07	\$12.18	\$14.39	\$15.36	\$16.90	\$19.97	\$22.42	\$24.66	\$29.15	List of Channels	
\$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	Sports	News
\$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	Business	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	Life
\$95,300	\$9.72	\$10.69	\$12.63	\$13.48	\$14.83	\$17.53	\$19.68	\$21.64	\$25.58	GoTriad	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	Greensboro & Sitlins	Health & Fitness
\$164,000	\$9.43	\$10.37	\$12.26	\$13.08	\$14.39	\$17.01	\$19.09	\$21.00	\$24.82	Multimedia	Celebrations
\$197,000	\$9.33	\$10.27	\$12.13	\$12.95	\$14.25	\$16.84	\$18.90	\$20.79	\$24.57	Photo Galleries	TriadCars
\$250,000	\$9.24	\$10.16	\$12.01	\$12.82	\$14.10	\$16.67	\$18.71	\$20.58	\$24.33		TriadHomes
\$500,000	\$9.15	\$10.06	\$11.89	\$12.69	\$13.96	\$16.50	\$18.52	\$20.38	\$24.08		TriadCareers
											TriadMarketplace