

BLOGTALKRADIO ADVERTISING RATE CARD

CPM (cost per thousand impressions) for DISPLAY ADS - ON NETWORK WEB PAGES

PLACEMENT	AD UNIT 300x250	AD UNIT 160x600	AD UNIT 728x90	AD UNIT 180x150
Run of Network	\$10	\$10	\$10	\$10
Entertainment	\$15	\$12	\$15	\$12
Politics	\$15	\$12	\$15	\$12
Sports	\$15	\$12	\$15	\$12
Family	\$15	\$12	\$15	\$12
Other Categories: (art, business, health, travel, etc)	\$12	\$12	\$12	\$12

NOTE: All ad units are above the fold. Guaranteed max. of 2 ad units per page.

CPM (cost per thousand listeners) for AUDIO ADS - LIVE & DOWNLOADED SHOWS

PLACEMENT	:10 second	:15 second	:30 second
Run of Network	\$25	\$35	\$40
Entertainment	\$35	\$45	\$50
Politics	\$35	\$45	\$50
Sports	\$35	\$45	\$50
Family	\$35	\$45	\$50
Other Specific Categories: (art, business, health, travel, etc)	\$30	\$40	\$45

ADDITIONAL OPPORTUNITIES:

- Geo-targeting by City, State, and Country
- Customized display and/ or audio ad packages and sponsorships
- CPC (cost per click) and Flat Rate pricing is available
- Content/ Genre Targeting to more than 60 categories
- Specific targeting by host or show (more than 8,000 active hosts)
- Rates subject to change at any time.