



Rate Card

Email Ads	CPM
Daily eNewsletter Placement - National Send (~50,000)	\$10.00
Dedicated Email Blast - National Send (~50,000)	\$30.00
Dedicated Email Blast - Smart List (under 50,000)	\$40.00
Dedicated Email Blast - Micro List (under 10,000)	\$50.00

Desktop Display Ads	CPM
Leaderboard	\$7.00
MREC	\$7.00
Half Page	\$7.00
Site Skin	\$15.00
Takeover (all ad units on page)	\$20.00

Mobile Display Ads	CPM
Adhesion	\$6.00
MREC	\$6.00
Leaderboard	\$6.00
Interscroller, Countdown, Scroll	\$10.00

Video Ads & Services	CPM
Pre-Roll (15 or 30 seconds)	\$18.00

Native Ads	CPM
Native Advertising (Sponsored Content)	\$10 (minimum spend \$1,500)

Additional Sponsorships	Flat Rate
Social Share	\$500/Share
Month-Long Sponsored Giveaway	\$10,000/30 days

PLEASE NOTE: Creative is due 72hrs before campaign launch. All IAB Ad Units available.

For any advertising questions, please contact:

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