



## ONLINE RETAIL-NATIONAL ADVERTISING RATES

Effective January 1, 2007

### STANDARD AD UNITS

|                    |                  | 50,000<br>Impressions | 200,000<br>Impressions | 500,000<br>Impressions |
|--------------------|------------------|-----------------------|------------------------|------------------------|
| Banner Tile        | 160x90           | \$13                  | \$11                   | \$9                    |
| Leaderboard Banner | 728x90           | 18                    | 16                     | 14                     |
| Skyscraper Banner  | 160x600          | 22                    | 20                     | 16                     |
| Embedded Banner    | 300x250          | 24                    | 23                     | 22                     |
| Road Block         | 728x90 & 160x600 | 29                    | 27                     | 25                     |

### PREMIUM AD EXPOSURE

|                                                    |                   | Format    | Duration | Rate  |
|----------------------------------------------------|-------------------|-----------|----------|-------|
| DP or RMN Home Page Tile                           | 160x90            | Flat Rate | Day      | \$550 |
| DP or RMN Home Page Tile                           | 160x90            | Flat Rate | Week     | 2,750 |
| DP or RMN Home Page Sky                            | 160x600           | Flat Rate | Day      | 1,650 |
| DP or RMN Home Page Box                            | 300x250           | Flat Rate | Day      | 2,750 |
| DP or RMN Home Page Sponsor                        | 160x600 & 300x250 | Flat Rate | Day      | 3,850 |
| DP/RMN Home Page Peelback or Sliding Billboard     |                   | Flat Rate | Day      | 7,000 |
| DP/RMN Section Front Peelback or Sliding Billboard |                   | Flat Rate | Day      | 3,000 |

### RICH MEDIA AD UNITS

|                   |  | 50,000<br>Impressions | 200,000<br>Impressions | 500,000<br>Impressions |
|-------------------|--|-----------------------|------------------------|------------------------|
| Expandable Banner |  | \$30                  | \$28                   | \$26                   |
| Floating Banner   |  | \$30                  | \$28                   | \$26                   |

### PREMIUM MEDIA

|                                  |  | Format             | Duration | Rate    |
|----------------------------------|--|--------------------|----------|---------|
| TrafficMax 600 visitors          |  | Flat Rate          | Month    | \$1,680 |
| TrafficMax 1,200 visitors        |  | Flat Rate          | Month    | 2,925   |
| TrafficMax 2,400 visitors        |  | Flat Rate          | Month    | 5,040   |
| TrafficMax 4,800 visitors        |  | Flat Rate          | Month    | 8,680   |
| Keyword Premium Sponsorship      |  | Flat Rate          | Month    | 2,200   |
| Keyword Standard Sponsorship     |  | Flat Rate          | Month    | 1,100   |
| Quigo Cost-per-click Advertising |  | Varies on exposure | Varies   | Varies  |

### POSTNEWSMARKETPLACE.com

|                                |         | CPM       | Duration | Rate    |
|--------------------------------|---------|-----------|----------|---------|
| Exclusive Home Page Skyscraper | 160x600 | Flat Rate | 7 days   | \$2,200 |
| Rotating Home Page Skyscraper  | 160x600 | Flat Rate | 7 days   | 1,100   |
| Exclusive Leaderboard Banner   | 728x90  | Flat Rate | 7 days   | 2,200   |
| Rotating Leaderboard Banner    | 728x90  | Flat Rate | 7 days   | 1,100   |
| Pop-Under Banner               | n/a     | Flat Rate | 7 days   | 825     |