

ESPN STAR.com

PUBLISHED RATE CARD (2009)

Flash/GIF(non-interactive format)	Format (pixels)	Homepage (HP) *CPM	Sports Landing & Sub-pages (SL) *CPM	ROS *CPM
Leaderboard	728x90	\$25	\$20	\$10
Medium Rectangle <i>(not available on Sports Landing pages)</i>	300x250	\$25	\$20	\$10
Rectangle	300x100	\$18	\$15	\$10
Big Unit	260x140	\$15	\$12	\$10
Full Banner	468x60	\$15	\$12	\$10
Button	234x60	\$12	\$10	\$10

* CPM denotes Cost Per Thousand impressions in USD.

Rich Media Ads (Dynamic)	Format (Pixels)	All Pages *CPM	Condition
Expandable Units (with or without Video embedded)	728x90 / 728x250	\$40	-
	300x250 / 630x250	\$40	-
Floating Ad (to collapse into ad units)	300x250 / 300x100 / 234x60	\$40	-
Homepage Interstitials / Takeover	Refer to ad specs	US\$15,000 per buy (3 days)	Minimum creative buy: 3 days Frequency cap: 1 unique viewer per day. Max. of 2 Advertisers per week on non-consecutive days.

* CPM denotes Cost Per Thousand impressions in USD.

In-Stream Video Ads	Type	Published Rate (US\$)	Condition
Pre-Roll with 300x250 Companion Ad	Video/TVC - 15secs max.	\$5,000	Per week per Channel
	Sponsorship Billboard logo + voice-over	\$3,000	Per week per Channel
Overlay Ad	480x80 pixels	\$40 / CPM	N.A.

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Other Creative Buys		
Type	Conditions	Published Rate (US\$)
Expandable Grey Bar	Sponsorship section only	-
Video Streaming	< 2mins per clip per month	\$1,000
Photo Gallery: sponsor's branding	Per week per sports category	\$1,000
Electronic Direct Mailer (eDM)	Country-filtered Data-base	\$0.30 per eDM
	Additional filter	Additional US\$0.05 per filter included (e.g. age, occupation, gender)
SportsCenter Newsletter (Daily):		
Asia	Skyscraper (160x600 pixels)	\$50 CPM
	Full Banner (468x60 pixels)	\$35 CPM
India	Skyscraper (160x600 pixels)	\$50 CPM
	Full Banner (468x60 pixels)	\$35 CPM

PRODUCTION COST (USD)		
Production (Net)	\$500 (Gif format)	\$800 (Flash format)
E-DM	\$1,000 (HTML)	
Microsite	To be Advised based on requirements; Min of US\$15,000 in media spend required	