

> Digital Advertising Rates*

STANDARD BANNERS

	US\$
Billboard	120/cpm
Leaderboard	89/cpm
MPU	89/cpm
Half Page	105/cpm
Skin	120/cpm
Roadblock	382/cpm
Newsletter Banner	2,000/cpm
Mobile Interscoller/Interstitial	102/cpm

EDITORIAL & SOCIAL

Content - 300 words (IG Story + FB Post)	10,500/post
Content - 600 words (IG Story + FB Post)	12,500/post
Reel IG Post Provided by Client + IG Story of the Reel	13,500/post
IG Static Post - 1 image	9,000/post
IG Post Carousel - 4-6 images	13,000/post
Facebook Dark Post	6,000/post
Instagram Dark Post	6,000/post
LinkedIn Post	5,000/post
In-read Videos	120/post
Podcast	15,000
Bespoke Event	Rate upon request

TAKEOVERS

Home page	3,500/day
Section page	3,500/day

E-MAIL

EDM	320/cpm
EDM Creation	2,000
Eloqua multistep campaign	

RICH MEDIA

Bespoke E-wraps
 Interscrollers
 Bespoke rich media creation
 Bespoke video creation (mini doc)
 Video show sponsorship

INSTREAM VIDEO

Pre-roll

OUTSTREAM VIDEO

In-line video

HIGH IMPACT DISPLAY ROS

970x250, 300x600

HIGH IMPACT DISPLAY WITH TARGETING

970x250, 300x600

HIGH IMPACT PROGRAMMATIC ROS

970x250, 300x600

HIGH IMPACT PROGRAMMATIC WITH TARGETING

970x250, 300x600

HIGH IMPACT PROGRAMMATIC DIRECT ROS

970x250, 300x600

HIGH IMPACT PROGRAMMATIC DIRECT WITH TARGETING

970x250, 300x600

PROGRAMMATIC ROS

728x90 300x250, 120x600

PROGRAMMATIC WITH TARGETING

728x90 300x250, 120x600

PROGRAMMATIC DIRECT ROS

728x90 300x250, 120x60

PROGRAMMATIC DIRECT WITH TARGETING

728x90 300x250, 120x600

HPTO

Rates available on request

US\$

120/cpm

145/cpm

105/cpm

125/cpm

92/cpm

110/cpm

78/cpm

94/cpm

68/cpm

81/cpm

3,500

TECHNICAL DATA W X H (PIXELS)

LEADERBOARD

728 x 90



HALF PAGE

300 x 600



MPU

300 x 250



MOBILE LEADERBOARD

320 x 50



DIGITAL MEDIA FORMAT

FILE TYPE:

Jpeg, Png, gif, Javascript tags or Html5 tags

FILE SIZE:

Max 100Kb



All invoice amounts are exclusive of VAT and shall be paid in full, free of any deductions, withholding taxes, and any other charges including but not limited to bank charges.

◆ Print Advertising Rates❁

REGULAR POSITIONS

Full page (ROP) after contents page	\$7,250
ROP-double page spread	\$13,400

PREMIUM POSITIONS

Outside back cover	\$16,000
Inside front cover spread (2 pages)	\$26,100
Inside back cover	\$12,350
Front cover reverse gatefold (2 pages)	\$27,200
Inside front cover gatefold (3 pages)	\$35,150
ROP gatefold (3 pages)	\$21,000
Full page - opposite contents	\$9,450

SPECIAL POSITIONS

1st DPS	\$20,000
2nd DPS	\$19,200
3rd DPS	\$17,750
4th DPS	\$17,400
5th DPS	\$16,700

CREATIVE SOLUTIONS

Bookmark	\$21,750
Belly band	\$20,650
Bound insert	\$21,750
Advertorial – Full page	\$11,900
Advertorial – DPS	\$19,800

SERIES DISCOUNT

2-4 Insertions	5%
5-8 Insertions	10%
9+ Insertions	15%

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