

# 2013 DIGITAL RATE CARD

## LOCAL

Placement	Digital Product	Open Rate	Target Rate
Homepage	LREC #1 – ATF	\$15.00	\$12.00
Homepage	Leaderboard ATF	\$15.00	\$12.00
Homepage	LREC #2 - STF	\$12.00	\$10.00
Homepage	LREC #3 – STF	\$12.00	\$10.00
Homepage	LREC In-Banner Video	\$25.00	\$18.00
Homepage	Peel Back	\$500/Day + \$100 Set Up Fee	
News Videos	Pre-Post Roll (based upon availability)	\$35.00	\$30.00

Placement	Digital Product	500K	750K	1M
ROS	Leaderboard	\$10.00	\$6.00	\$4.00
ROS	LREC	\$10.00	\$6.00	\$4.00

Placement	Digital Product	Mon-Fri	Sat-Sun	Bulk (3+)
Homepage	Pencil Billboard	\$500.00	\$500.00	\$400.00
News/Sports	Pencil Billboard	\$400.00	\$400.00	\$300.00
News/Sports/Home	Pencil Billboard	\$700.00	\$700.00	\$500.00
Homepage	Vibrant Toolbar	\$400.00	\$400.00	\$300.00
Homepage	Wall Paper	\$400.00	\$400.00	\$300.00

Placement	Digital Product	Open Rate	Target Rate
M.Newspaper.com/App	Mobile Advertising	\$18.00	\$15.00



Digital Product	Free-Standing	With Mobile Campaign
Mobile Small Business Site	\$200.00	\$100.00
Mobile Small Business Site with SMS	\$400.00	\$300.00

FYIPhiladelphia.com/directory	Per Month (6 Month Minimum)
Silver	\$50.00
Gold	\$85.00
Platinum	\$175.00
Platinum Plus	\$200.00
EPlatinum	\$250.00

FYIDriving.com	Monthly (3 Month Minimum)
Basic Package	\$250.00
Enhanced Package	\$350.00
Premium Package	\$450.00

FYIBeHealthy.com	Monthly (3 Month Minimum)
Level 1	\$1,499.00
Level 2	\$799.00
Level 3	\$599.00



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Yahoo Behavioral Targeting	DMA + BT	GEO + BT
LREC (300 x 250)	\$15.00	\$17.00
Monster (425 x 90)	\$14.00	\$18.00
Leaderboard (160 x 600)	\$10.00	\$12.00

Placement	Size	DMA	GeoZone	DMA+Demo	GEO+Demo	DMA+BT	GEO+BT
News	LREC	\$7.00	\$8.00	\$10.00	\$10.00	\$15.00	\$16.00
Messenger	LREC	\$12.00	\$13.00	\$15.00	\$16.00	\$17.00	\$19.00
Local	LREC	\$7.00	\$7.50	\$10.00	\$11.00	\$13.00	\$14.00
Maps	LREC	\$6.00	\$7.00	\$9.00	\$10.00	\$12.00	\$13.00
Maps	Leader board	\$4.00	\$4.50	\$5.50	\$6.00	\$8.00	\$8.50
Maps	Sky Scraper	\$5.00	\$6.00	\$8.00	\$9.00	\$11.00	\$11.50
Weather	LREC	\$8.00	\$9.00	\$12.00	\$13.00	\$14.00	\$15.00
Weather	Leaderboard	\$3.00	\$4.00	\$4.50	\$5.00	\$5.50	\$6.00
Mail	LREC	\$5.00	\$6.00	\$8.00	\$9.00	\$10.00	\$11.00
Mail	Monster	\$8.00	\$9.00	\$12.00	\$13.00	\$16.00	\$17.00
Mail	Leader board	\$5.00	\$5.00	\$7.00	\$8.00	\$9.00	\$10.00
Mail	Sky scraper	\$5.00	\$6.00	\$8.00	\$9.00	\$11.00	\$11.00

Yahoo Mobile Banners	Open Rate	Target	Floor
Targeted by DMA	\$15.00	\$12.00	\$12.00

**\*\*All Yahoo! advertising and pricing is based upon current availability: check inventory & target rate for buy sheet.\*\***



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Targeting	Placement	Open	Target	IO Minimum
Premium Network	300x250, 728x90, 160x600	\$10.00	\$5.00	\$300.00
RON – Geo-Target Only	300x250, 728x90, 160x600	\$8.00	\$6.00	\$500.00
Category Targeting	300x250, 728x90, 160x600	\$10.00	\$9.00	\$500.00
Re-Marketing/Re-Targeting	300x250, 728x90, 160x600	\$12.00	\$11.00	\$500.00

AdTaxi Mobile/Tablet	Open	Target	IO Minimum
Cost-Per-Click (RON by Vertical)	\$2.00	\$1.00	\$500.00
Cost-Per-Thousand (RON by Vertical)	\$15.00	\$12.00	\$500.00
Tablet (RON by Vertical) +apps or mobile	\$15.00	\$12.00	\$600.00

Classified Site Feeds	Rate per Month
0-50 Cars Posted daily on Craigslist, Backpage, Oodle, Etc.	\$500.00

Search PPC	Pricing based on client geography & industry keywords
Includes; call-tracking, PPC Budget	



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Product	Targeting	CPM	IO Minimum
Premium News Network Pre-roll	N/A	\$30.00	\$1,000.00
AdTaxi Pre-Roll	Geo-Targeted Only	\$28.00	\$1,000.00
AdTaxi Pre-Roll	Category Targeting	\$30.00	\$1,000.00
AdTaxi Pre-Roll	Behavioral Targeting	\$35.00	\$1,000.00
AdTaxi Pre-Roll	Re-Targeting	\$30.00	\$1,000.00
Premium News Network In-Banner	Behavioral Targeting	\$22.00	\$1,000.00
AdTaxi Networks In-Banner	Geo-Targeting	\$15.00	\$1,000.00
AdTaxi Networks In-Banner	Behavioral Targeting	\$18.00	\$1,000.00
AdTaxi Networks Mobile	Geo-Targeting Only	\$40.00	\$1,000.00
AdTaxi Networks Tablet	Geo-Targeting Only	\$45.00	\$1,000.00



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## Data Dynamix – Custom Solo Email Blast

CPM (Minimum Count 50,000/\$1,250 per Day)

Geo/Zip	\$30.00
2-3 Demo Classifications	\$35.00
4-5 Demo Classifications	\$40.00
5+ Demo Classifications	\$45.00

## City Twist – Saturation Email Campaign

CPM

Minimum

### Emails Sent Annually

1 Email Sent	\$80.00	
2-9 Email Sent	\$70.00	
10-19 Email Sent	\$60.00	
20 or More Email Sent	\$56.00	

### Quantity per Send Discounts

Up to 24,999 Emails	\$80.00	
25,000 – 49,000 Emails	\$70.00	
50,000 – 99,000 Emails	\$60.00	
Over 100,000 Emails	\$56.00	

### Optional Charges

Multiple Links (up to 5 links max.)		\$60.00
Append Services – Adding in Client Database	\$90.00	\$500.00
Suppression Services – Removing Duplicates in Client Database		\$280.00
Coupon Platform – Set up Coupon and Landing Page		\$150.00





Facebook	Open	Rate
Facebook Display Impressions <i>Minimum Spend \$200.00/Month</i> <i>Min Impressions for Campaign 134,000</i>	\$3.00	\$1.50
Facebook Build-Out Packages		
Facebook Build-Out Package SB		\$500.00
Facebook Build-Out Package A		\$848.00
Facebook Build-Out Package B		\$848.00
Facebook Build-Out Package C		\$1,498.00
Facebook Build-Out Package D		\$1,498.00
Facebook Build-Out Package E		\$1,850.00
Facebook Build-Out Package F		\$2,750.00
Facebook Build-Out Package G		\$3,400.00

