



ONLINE RATES

EFFECTIVE JANUARY 1, 2009

Website Ads	Size	Rate/CPM
Leaderboard	728x90	\$100
Skyscraper	160x600	\$80
Marquee	336x280	\$110
Small button	125x125	\$20

Premium Ads	Size	Rate
Homepage roadblock		\$5,250 per day
Interstitial	640x400	\$4,000 per day
Peel back		\$155
Footer bar		\$120

B&C Today Newsletter	Size	Rate 1x	10x	20x
Leaderboard	728x90	\$1,350	\$900	\$800
Skyscraper	160x600	\$1,075	\$800	\$725
Marquee	336x280	\$1,350	\$900	\$800
Banner	468x60	\$800	\$675	\$625
B&C Today Takeover		\$4,000		

Monthly Newsletter	Size	Rate
Leaderboard	728x90	\$3,750
Skyscraper	160x600	\$3,050
Banner	468x60	\$2,050
Marquee	336x280	\$4,700