

## Advertising Rate Sheet for WMC 2010

Location	Fold (700px)	IAB Ad Size	Size	IMG Size	SWF Size	Exp	Sound	Available	Pricing Type	Price Before 3/1	Price After 3/1
<b>Home Page</b>											
Sidebar	Above	<b>Med Rect</b>	300x250	128k	256k	NO	Click	1 Business	CPM	\$20	+20-100%
Sidebar	Above	<b>Rectangle</b>	300x100	128k	n/a	NO	NO	1 Business	Per Day	\$10	+20-100%
Body	Above	<b>Full Banner</b>	468x60	128k	n/a	NO	NO	1 Business	CPM	\$20	+20-100%
<b>Posts &amp; Pages</b>											
Header	Above	<b>Leaderboard</b>	728x90	128k	256k	ASK	Click	1 Business	CPM	\$20	+20-100%
L-Sidebar	Above	<b>Skyscraper</b>	120x600	128k	256k	NO	Click	1 Business	CPM	\$20	+20-100%
R-Sidebar	Above	<b>Med Rect</b>	300x250	128k	256k	ASK	Click	1 Business	CPM	\$20	+20-100%
R-Sidebar	Below	<b>Rectangle</b>	300x100	128k	n/a	NO	NO	1 Business	Per Day	\$7	+20-100%
Footer	Below	<b>Leaderboard</b>	728x90	128k	256k	ASK	NO	1 Business	CPM	\$10	+20-100%
<b>Specialty</b>											
R-Sidebar	Guide	<b>Half Page Ad</b>	300x600	128k	256k	YES	Click	1 Business	CPM	\$25	+20-100%
Varies	Varies	<b>Full Page Ad</b>	Varies	ASK	ASK	ASK	ASK	5 Business	ASK	ASK	+20-100%

### Media Types

- Facebook-style "text & image" combo ads.
- Image - PNG, JPG, GIF.
- Rich Media - SWF.

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<http://nightlyfe.trafficspaces.com/advertise/>

**Questions** Email: [advertise@nightlyfe.com](mailto:advertise@nightlyfe.com)

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