

Detroit Media Partnership

Digital Advertising Rate Card

(updated June 28, 2010)



Please note: Minimum revenue commitment of \$450 for any campaign.		
Home Page & Section Fronts		Rate Card
Position	Size	
Poster	300x250	\$15.00
Tower	160x600	\$10.00
Sponsor Button	88x31	\$1.00
Leaderboard (Section Only)	728x90	\$12.00
Run-of-Section		Rate Card
Position	Size	
Poster	300x250	\$11.00
Tower	160x600	\$7.00
Sponsor Button	88x31	\$1.00
Leaderboard	728x90	\$9.00
Wide Tower (Articles Only)	300x600	\$10.00
Multi Position ROS (3)	300x250, 160x600, 728x90	\$8.00
Run-of-Site		Rate Card
Position	Size	
Poster	300x250	\$9.00
Tower	160x600	\$6.00
Sponsor Button	88x31	\$1.00
Leaderboard	728x90	\$8.00
Wide Tower (Articles Only)	300x600	\$9.00
Multi Position ROS (3)	300x250, 160x600, 728x90	\$7.00

Targeting	Added Fee
Geo Targeting (1 or 2 zones)	CPM \$3.00 added to cpm
Geo Targeting (3+ Zones, DMA, State)	CPM \$2.00 added to cpm
* Geo Targeting requirements : Run of Site and Multi-positions (300x250, 160x600 and 728x90)	
Day Part Targeting	CPM \$2.00 added to cpm

Alternative Editions	Rate Card
E-Edition	234x60 \$20.00
Mobile Sites	see Ad Ops for positions \$35.00

Specialty Ads & Email		Rate Card	
Expandable Pencil Ads	Sponsorships Only (100% SOV)	\$30.00	
Expandable Ads - Other Sizes	Sponsorships Only (100% SOV)	\$3.00	Page/Section Front rates
Corner Peels	Sponsorships Only (min \$5,000/day)	\$30.00	
Home Page Reskin (Full Day)	Sponsorships Only (min \$15,000)	\$35.00	
Interstitial Ad	Minimum \$1,000 campaign	\$35.00	
Video in Banner (30 second video)	Added CPM (minimum 150K banners)	\$0.95	added to CPM
Video in Banner (15 second video)	Added CPM (minimum 150K banners)	\$0.55	added to CPM
Overlay Ad on Video Player	Minimum \$1,000 campaign	\$10.00	
Overlay Ad + Companion Banner	Minimum \$1,000 campaign	\$12.00	
Pre-Roll Video Ad + Overlay & Companion	Minimum \$1,000 campaign	\$36.00	
Splash Page	Flat Rate - Set-Up Charge	\$500.00	
Splash Page Monthly Maintenance	Flat Rate - Recurring Charge	\$100.00	per month starting 2nd month
Email (editorial newsletters)	Flat Rate per Section	Weekly	Group A - \$250
	(see Ad Ops for Sections in Group)	4 Consecutive Weeks	Group A - \$750
			Group B - \$500
			Group B - \$1,500
Readers Rewards Email	Flat Rate	Monthly - \$475	
E- Edition Email	Flat Rate	Weekly - \$475	Monthly - \$1,425
Retailer Event Email	CPM	\$25.00	
Single Copy Email	CPM	\$20.00	
3rd Party Serving Fees	added to base CPM (see below)	\$2.00	
- 3rd party serving fees are based on source of digital creative and source of ad delivery. Contact Digital Ad Operations for details.			

Other Discounts	
Discounts for Non Profits are off base Rate Card rate only	50%
Political rates are the above base Rate Card rates less 30% discount	

Representing the most visited websites in the Detroit area and the State of Michigan.

