

Digital Banner Floor Rate Card

Version: 10/1/2017

Site: chieftan.com
 Monthly Uniques: 277,550
 Location: Pueblo, CO
 Lawson Entity ID: 0

Sales Model: Impression
 Rate Tier: Tier 4
 Division: US-West
 Region: N/A
 Sub-Region: N/A
 In Network: N/A

Product	Rate	Type
SOV Slot (top two available)	\$10.00	Not Available
ROS Standard Media	\$10.00	CPM
High Impact Expandables	\$13.00	CPM
High Impact Billboard (970x250)	\$15.00	CPM
Video Pre-roll	\$22.00	CPM
OnTarget Base Rate (Geo only)	\$10.00	CPM
Audience Targeting (see notes)	\$2.00	Surcharge
Slot Targeting (np.com)	\$4.00	Surcharge
Site Retargeting (up to 20K Impr)	\$199.00	Total
250K+ Vol Discount	\$1.00	Discount
500K+ Vol Discount	\$2.00	Discount
Interscroller (AVAIL 10/1)	\$299.00	Per Day
Sliding Billboard	\$225.00	Per Day
Sliding Billboard w/ Wallpaper	\$249.00	Per Day
Edge	\$299.00	Per Day
App Splash	\$125.00	Per Day
HP Takeover	\$349.00	Per Day
SF Takeover	\$149.00	Per Day
Top-Bar Weather Sponsor (88x31)	\$1,999.00	Monthly
Newsletter Sponsor	\$749.00	Monthly

Notes:
 -These rates are confidential for internal use only, and are **floor rates**, not open rates. Do not publish or store on any internet-connected open webserver or fileservers.
 -ROS Standard Media includes 300x250, 970x90, 728x90, 320x50, 160x600, 300x600. Not all sizes available on all sites.
 -Each surcharge or discount is added to the Base Rate to get total rate (example):
 OnTarget Geo: \$10 (base rate)
 + Audience Targeting: \$2 Surcharge
 + 250K Vol Disc: \$1 Discount
 Total: \$10 + \$2 - \$1 = \$11 CPM
 -The Campaign Optimization Team will choose from the following tactics that best satisfy your CNA, all for a single flat surcharge of \$2:
 ◦ Content Targeting
 ◦ Behavioral / Demo Targeting
 ◦ Keyword Contextual/Interest Targeting (OnTarget)
 ◦ Keyword Search/Intent Targeting (OnTarget)
 ◦ Geo-Fencing (OnTarget)
 ◦ White List Targeting (OnTarget)
 -Takeover includes: SBB w/ Wallpr, top 300x250, top 970x90.