

phillymag.com

2011 ONLINE ADVERTISING RATES

Display Ads – Homepage, ROS (Run-of-Site), Section-Specific

Ad Unit	Homepage	Section-Specific	ROS
Skyscraper (160x600)	\$21/CPM	\$17/CPM	\$17/CPM
Leaderboard (728x90)	N/A	\$17/CPM	\$17/CPM
Medium Rectangle (300x250)	\$1,500/week	\$17/CPM	\$17/CPM
2 Masthead Buttons (180x90)	\$21/CPM	N/A	N/A
Philly Post Sponsorship (2 buttons, medium rectangle, leaderboard and skyscraper)	\$2,500*/week	N/A	N/A

*Rich media incurs a \$2/CPM increase

*Geo-targeting incurs a \$2/CPM increase

All rates are net

E-newsletters

Newsletter	Distribution	Advertising Rates	Non-Contract Rates
Daily News – Philly Post	Daily	\$2,500/wk*	N/A
Dining – The Restaurant Club	Twice/Week	\$600 (Tues) / \$400 (Fri)	\$700 (Tues) / \$500 (Fri)
Shopping – The Goods	Weekly	\$600	\$700
A&E – The Weekender	Weekly	\$600	\$700
Philadelphia Wedding E-Newsletter	Weekly	\$400	\$500
Health – Be Well Philly	Weekly	\$600	\$700
Parties* – Party Pics	Weekly	\$600	\$700

*Rate includes 5 newsletters, homepage sponsorship & Philly Post blog roadblock.

All rates include both Skyscraper & Text Box (except Party Pics-skyscraper ad only).

Please ask your Account Executive about customized opportunities.

Special offers and sponsorship opportunities are available to advertisers. Please contact your Account Executive for information and package ideas.

Additional Opportunities	Cost
Enhanced Directory Listing	\$1,800/year
Wedding EDL	\$1,000/year
Integrated Sponsorships	custom
Section Roadblocks	rate dependent on traffic
Custom Landing Page	custom
High Impact Placement (overlays & interstitials)	custom
Re-skins	custom
Sponsored Blog Posts	custom
Social Media Messaging	\$10K/year minimum online spend
Other Custom Opportunities	custom

All rates are net

*Production rate: \$85/hr

