

CityLimits.org is an integrated media site and a top destination for original journalism, resources, community interaction, and career opportunities. CityLimits.org delivers all ads in rich media through DoubleClick for Publishers.



Minimum buy opportunities start at \$400.00 net. City Limits' banner creation cost is \$200.00; banner revision cost is \$100.00. All ads are placed in fair rotation and offered on a first come bases. Please note all cost are net. In case of impression shortfall City Limits will run campaign until all impressions are achieved.

Animated And Static: Maximum File Size: 40
 Acceptable File Formats: Flash, JPG and GIF
 URL: Please forward
 Positioning On Site: Fair rotation with other advertisers or on specified pages

2011 DIGITAL RATE CARD

CITYLIMITS.ORG | **Banner Advertising**

Impression-based web display advertising in standard formats.

Unique Visitors: 50,000

Monthly Page Views: 200,000

10,000 - 500,000 + Impressions:

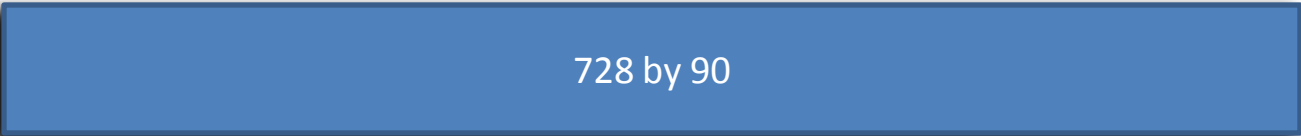
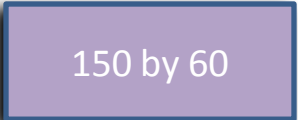
Top Page Leader Board (Not Home Page)	728 x 90 pixels \$17CPM
Half Page Advertisement	300 x 600 pixels \$17CPM
Standard Rectangle	300 x 250 pixels \$11CPM
Banner Rectangle	300 x 100 pixels \$10CPM
Bottom Leader Board Page	728 x 90 pixels \$ 9CPM
Top Screen Square	160 X 50 pixels \$ 8CPM
In-Article Advertising	150 x 60 pixels \$ 7CPM

Newsletters:

Top Page Leader Board (Not Home Page)	728 x 90 pixels \$450.00
Half Page Advertisement	300 x 600 pixels \$300.00
Standard Rectangle	300 x 250 pixels \$250.00
Banner Rectangle	300 x 100 pixels \$200.00
Bottom Leader Board Page	728 x 90 pixels \$200.00

Vertical CPC Rates:

- Education - 9CPC
- Financial - 8CPC
- Automotive - 7CPC
- Legal - 7CPC
- Corporate Messages - 7CPC
- Corporate/Business - 7CPM
- Government Agencies/Non-Profit - 6CPC
- Consumers Services and Goods - 6CPC
- Unions - 6CPC



Send Advertising Materials To: allison@citylimits.org
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