

ONLINE ADVERTISING RATES

DIGITAL

ONLINE DISPLAY

Frequency	Leaderboard (728x90)	IMU (300x250)	Navigation Bar (980x30)
1 month	\$1,875	\$1,750	\$1,800
3 months	\$1,750	\$1,625	\$1,750
6 months	\$1,625	\$1,500	\$1,650
12 months	\$1,250	\$1,375	\$1,450

*25,000 minimum impressions guaranteed

ONLINE DISPLAY

Frequency	Page Peel (see specs)	Stationary Bottom Banner (950x90)	Stationary Side Bars (300x250 or 300x600)
1 month	\$4,450	\$3,500	\$4,375
3 months	\$3,850	\$3,200	\$4,200
6 months	\$3,455	\$3,000	\$4,025
12 months	\$3,291	\$2,650	\$3,850

INTERACTIVE/RICH MEDIA

Frequency	Prestitial (640x180)	Pushdown (980x418)	Skin (see specs)
1 week	\$2,100	\$1,600	\$4,300
2 weeks	\$2,040	\$1,540	\$3,800
3 weeks	\$1,980	\$1,480	\$3,400
1 month	\$7,200	\$5,200	\$12,500

NEWSLETTERS

Principle Sponsorship	MM&M NewsBrief (728x90, 300x250)	Weekly Digest (728x90, 300x250)	The Splash by MM&M (728x90)
1 month	\$4,500	\$6,300	\$2,400
3 months	\$4,300	\$5,900	\$2,250
6 months	\$4,000	\$5,600	\$2,000
12 months	\$3,800	\$5,300	\$1,850

Text ad only

1 month	\$3,200	\$2,600	\$1,050
3 months	\$2,900	\$2,450	\$850
6 months	\$2,600	\$2,200	\$775
12 months	\$2,300	\$2,000	\$600

*MM&M NewsBrief deploys daily Monday-Thursday. One month equates to four newsletters/Weekly Digest deploys every Friday/The Splash deploys once a month.

WEBCAST

Partner Webcast \$13,500	Vendor Webcast \$12,500	20/10 Webcast \$11,500
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MM&M AGENCY GALLERY

Type	Platinum	Gold	Silver
Annual rate	\$2,900	\$1,900	\$1,300

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