



DIGITAL ADVERTISING RATES 2011

MMM-ONLINE.COM

Size	Cost per month	Cost per month when booking 3 months	Cost per month with print activity
Leaderboard	\$1,850	\$1,480	\$1,573
IMU	\$1,850	\$1,480	\$1,573
Large Box	\$1,950	\$1,560	\$1,658
Push Down	\$3,850	\$3,080	\$3,273
Page Peel	\$4,450	\$3,560	\$3,783
Prestitial	\$5,500	\$4,400	\$4,675

MM&M EMAIL SOLUTIONS

Newsletters		Cost per month	Cost for 3 months (per month)
News Brief (8 per month)	Sponsorship:	\$7,000	\$5,600
	Text Ad:	\$2,500	\$2,000
Consumer Brief (4 per month)	Sponsorship:	\$3,500	\$2,800
	Text Ad:	\$1,500	\$1,200
Other Emails		Cost per mailing	3 mailings (per mailing)
KOL Whitepaper		\$2,250	\$1,800
List rental		Quote available upon request	Quote available upon request

SPECIALS AND BESPOKE PROJECTS

Sponsorship of video content	Quote available upon request
Webcasts	Quote available upon request
Podcasts	Quote available upon request
e-Conferences	Quote available upon request

FOR CONTRACT DETAILS CONTACT

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TERMS AND INSTRUCTIONS:

Web advertisement cancellations and transfers can only be accepted by the Advertiser in writing, and if the request is received by Haymarket Media not less than 8 weeks before the due date. If an Advertiser cancels the balance of an order, he relinquishes any right to the series discount to which he was previously entitled, and must pay for Advertisements at the appropriate rate set out in the rate card for the number of advertisements which has appeared when the cancellation takes effect. All ad materials must be received four business days prior to launch date.