



## DIGITAL ADVERTISING RATES 2014

### MMM-ONLINE.COM

Size	CPM/Month	CPM/Month (3)	CPM/Month (6)
<b>Leaderboard (728 x 90)</b>	\$65/M	\$60/M	\$50/M
<b>IMU (300 x 250)</b>	\$65/M	\$60/M	\$50/M
<b>Push Down (980 x 30, expands to 980 x 418)</b>	\$3,950/Flat	\$3,350/Flat	\$3,000/Flat
<b>Page Peel</b>	\$4,450/Flat	\$3,800/Flat	\$3,350/Flat
<b>Prestitial (640 x 480)</b>	\$5,900/Flat	\$5,700/Flat	\$5,000/Flat
<b>Site Skin</b>	\$7,500/Flat	\$6,000/Flat	\$5,500/Flat
<b>Mobile Site</b>	\$2,500/Flat	\$2,000/Flat	\$1,500/Flat

### EMAIL SOLUTIONS

	Cost per month	Cost per month when booking 3 months
<b>MM&amp;M News Brief (4 per month)</b>	Sponsorship:	\$4,000
	Text Ad:	\$2,000
<b>MM&amp;M Weekly Digest (4 per month)</b>	Sponsorship:	\$6,000
	Text Ad:	\$2,500
<b>The Splash from MM&amp;M (1 per month)</b>	Sponsorship:	\$2,000
	Text Ad:	\$950
<b>KOL White Paper</b>	\$2,500	\$2,300
<b>eBlast (custom HTML)</b>	\$5,975	\$4,183

### SPECIAL

	Cost
<b>Podcast</b>	\$5,500
<b>Agency Gallery - Platinum Package</b>	\$2,900/Year
<b>Agency Gallery - Gold Package</b>	\$1,900/Year
<b>Agency Gallery - Basic</b>	\$1,300/Year

### CONTACT INFORMATION

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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.



## DIGITAL ADVERTISING 2014

- Promote your brand around **www.mmm-online.com** content, including daily news stories, contributed articles, and news archives. Advertising is delivered across all the main sections and pages of the MM&M website.
- MM&M website averages over 51K unique visitors per month and delivers 103K page views per month.
- Campaigns are delivered using the following banners: Leaderboard (728 x 90) & IMU (300 x 250)

**CPM:** \$65

**Minimum Impressions:** 25K / month

**Maximum Impressions:** 60K / month

CPM = Cost Per Thousand

### Additional Digital Advertising Opportunities:

#### WELCOME AD PRESTITIAL

MM&M averages 51,000 unique page views on our comprehensive website [www.mmm-online.com](http://www.mmm-online.com). Exclusive sponsorship over this unit for a full month and "welcome" all MM&M readers to our site on a weekly basis. It is the first image that MM&M readers see when going to our site from any portal including direct access, newsletter sponsorships, etc.

#### PUSHDOWN

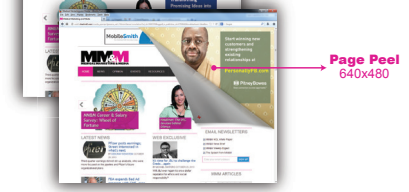
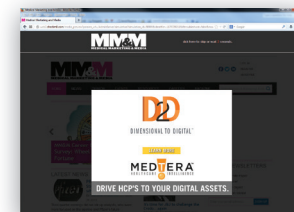
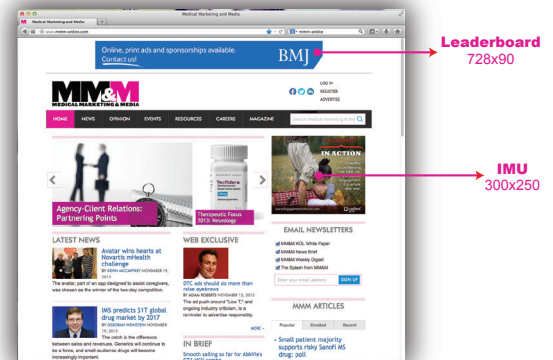
The pushdown is also featured on the home page of the [www.mmm-online.com](http://www.mmm-online.com). The Pushdown "pushes down" MM&M editorial content and opens to display your corporate messaging featured within the ad unit. This will be another touch to continue reaching your core audience through various media placement. MM&M will also be able to provide stats for the position allowing full analysis of the programs success.

#### PAGE PEEL

This position provides a unique opportunity to engage and pique the interest of the MM&M online reader. The page peel is present on the home page of [www.mmm-online.com](http://www.mmm-online.com) and includes two elements: a dog ear (teaser) and page peel (complete ad). The page peel is revealed when rolling over the teaser. Attract the attention of the reader, build brand awareness and make a distinct mark on the MM&M reader through this unit.

#### SITE SKIN

This unique and exclusive branding real estate allows an advertiser to take the place of the background on one page of the MM&M website. Design of standard ad units may be used to integrate with the skin to maximize the campaign effectiveness.



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