

2019 DIGITAL RATE CARD

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HOMEPAGE RATES

Creative Type	Size	Rate
MedRec POS 1	300x250	\$8,000 CPD
SuperLeader/Halfpage	970x90 / 300x600	\$12,000 CPD
Billboard	970x250	\$16,000 CPD
Interstitial	640x480 preferred	Call for quote
Videostitial	640x360 (Aspect ratio 16:9)	Call for quote
Hover	1016x90 collapsed to 100x90	\$16,000 CPD
Skin	293x800 (per side)	\$16,000 CPD

RUN OF NETWORK RATES

Creative Type	Size	Rate
Billboard	970x250	\$23 CPM
SuperLeader	970x90	\$15 CPM
Halfpage	300x600*	\$15 CPM
MedRec	300x250*	\$11 CPM
Interstitial	640x480 preferred	Call for quote
Videostitial	640x360 (Aspect ratio 16:9)	Call for quote
Hover	1016x90 collapsed to 100x90	\$23 CPM
Portrait	300x1050	\$23 CPM

* Includes mobile distribution

VIDEO

Creative Type	Size	Rate
Pre-Roll:30 (1% SOV)	:30 sec	\$75 CPD
Pre-Roll:15 (1% SOV)	:15 sec	\$60 CPD

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