



Online Ad Rate Card

WEBSITE ADS (Desktop/Mobile Web)

AD Code	AD Type	Ad Size (px)	Ad Location	Page Views	Page	Rates*	
						Monthly	Annual
L-TOP-A	Leaderboard	468x60	Top of Page	Once/7 views	ROS	\$200	\$2,000
L-MINI-A	Leaderboard	234x60	Top of Page	Once/7 views	ROS	\$200	\$2,000
L-MID-A	Leaderboard	468x60	Middle of Page (below L-MINI-A)	Once/7 views	Homepage	\$200	\$2,000
L-BOT-AA	Leaderboard	728x90	Middle of Page	Once/7 views	Homepage	\$150	\$1,500
L-BOT-AAA	Leaderboard	728x90	Bottom of Page	Once/7 views	Homepage	\$150	\$1,500
L-TOP-B	Medium Rectangle	300x250	Sidebar	Once/7 views	Homepage	\$125	\$1,250
L-SKY-CC	Tall Rectangle (Skyscraper)	160x600	Sidebar	Once/7 views	Homepage	\$135	\$1,350
L-SKY-CCC	Tall Rectangle (Skyscraper)	300x600	Sidebar	Once/7 views	Homepage	\$150	\$1,500
MR-TOP-A	Leaderboard	468x60	Above Content	Once/7 views	Page/Article	\$200	\$2,000
MR-MID-B	Leaderboard	468x60	Within Content	Once/7 views	Page/Article	\$200	\$2,000
MR-BOT-B	Leaderboard	468x60	Below Content	Once/7 views	Page/Article	\$135	\$1,350
MR-BOT-A	Leaderboard	728x90	Bottom of Page	Once/7 views	Page/Article	\$135	\$1,350
MR-SIDE-C	Medium Rectangle	300x250	Sidebar	Once/7 views	Article	\$100	\$1,000
MR-SKY-CC	Tall Rectangle (Skyscraper)	160x600	Sidebar: Middle of Page	Once/7 views	Article	\$115	\$1,150
MR-SKY-CCC	Tall Rectangle (Skyscraper)	300x600	Sidebar: Middle of Page	Once/7 views	Article	\$125	\$1,250

VIDEO ADS

AD Code	AD Type	Ad Description	Ad Views	Rates*	
				Monthly	Annual
V-SOUL-TV-A	30 Second	Video Ad (before/after programming)	Three Views/day	\$200	\$2,000
V-SOUL-LIVE-B	30 Second	Video Ad (During first 15 minutes of live interview; Ads will appear in recorded video posted on site)	One View/video	\$250	\$2,500
V-SOUL-LIVE-C	30 Second	Video Ad (During last 15 minutes of live interview; Ads will appear in recorded video posted on site)	One View/video	\$250	\$2,500

*SALE Rates for A LIMITED TIME ONLY.