

2009 Online Retail/Classified sacbee.com Advertising Rates

Effective December 29, 2008

Ad Sizes to Choose from: **Leaderboard** (728 x 90 pixels) and **Medium Rectangle** (300 x 250 pixels)

Impressions per month
(Consecutive months CPM
(Cost Per Thousand)

25,000 minimum
impressions per month

Plan Duration	Impressions Per Month							
	25,000 - 49,999		50,000 - 99,999		100,000 - 249,999		250,000 +	
	Monthly	12 Months	Monthly	12 Months	Monthly	12 Months	Monthly	12 Months
Home Page Targeted	\$22	\$17	\$17	\$14	\$14	\$12	\$12	\$10
	\$26	\$20	\$20	\$17	\$17	\$14	\$14	\$12

Badge Position (146 x 60 pixels)

Impressions per month
(Consecutive months CPM
(Cost Per Thousand)

25,000 minimum
impressions per month

Plan Duration	Impressions Per Month							
	25,000 - 49,999		50,000 - 99,999		100,000 - 249,999		250,000 +	
	Monthly	12 Months	Monthly	12 Months	Monthly	12 Months	Monthly	12 Months
Home Page Targeted	\$11	\$9	\$9	\$7	\$7	\$6	\$6	\$5
	\$13	\$11	\$11	\$9	\$9	\$7	\$7	\$6

Exclusive daily positions. See your Account Manager for availability.

Product	Product Flat Fee Per Day					
Sacbee.com home page floating ad	M-F	\$3,000	Sat-Sun	\$2,000	Weekend	\$3,000
Sacbee.com home page corner peels	M-F	\$4,000	Sat-Sun	\$2,500	Weekend	\$4,000
Sacbee.com Home Page sliding billboard ad	M-F	\$4,000	Sat-Sun	\$2,500	Weekend	\$4,000
Sacbee.com Home Page Roadblock	M-F	\$6,500	Sat-Sun	\$4,500	Weekend	\$8,000

(Floating ads, Corner Peels, and Roadblock ads cannot run on the same day. See your account manager for availability.)

Product	CPM
Solo Email Blast	\$95.00
Email Newsletter	\$35.00
Bottom Leaderboard	\$9.00

Channel (Monthly) Sponsorship News

News	\$4,000	Living Here	\$4,000
Capitol & CA	\$4,000	Entertainment	\$3,000
Our Region	\$3,000	Opinion	\$4,000
Sports	\$3,500		

Classified rates vary by: *Cars, Jobs, Homes, Classifieds, Shopping*