

Rate Card 2010

Your path to online success!

Army.com provides significant value to its advertisers and audience. Daily content updates ensure a repeat audience of net savvy Army servicemembers and their families who regularly browse and purchase online. Advertising opportunities include Run of Site, Channel Sponsorships, and Towers, Banners, Boxes, and Buttons.

» ONLINE ADVERTISING RATES

HOME PAGE ADS (minimum monthly buy of 50,000 impressions)

Top Banner Ad (728x90 pixels)	\$28 CPM
Medium Rectangle Ad (300 x 250 pixels)	\$25 CPM

CHANNELS ADS (minimum monthly buy of 50,000 impressions)

Leaderboard Ad (728 x 90 pixels)	\$25 CPM
Medium Rectangle Ad (300 x 250 pixels)	\$20 CPM
Skyscraper Ad (160 x 600 pixels)	\$15 CPM

RUN OF THE SITE (minimum monthly buy of 100,000 impressions)

Leaderboard Ad (728 x 90 pixels)	\$25 CPM
Medium Rectangle Ad (300 x 250 pixels)	\$20 CPM
Skyscraper Ad (160 x 600 pixels)	\$15 CPM

» ONLINE SPONSORSHIP OPPORTUNITIES

HOME PAGE SPONSORSHIP (Limited to 4 sponsors)

Sponsorships include Rotating Top Banner Ads, Rotating Tower Ads, Branding Button, company logo, and content specific pages about your products and services.

Gross Rates:	Monthly
---------------------	----------------

Yearly	\$1,995
--------	---------

Quarterly	\$2,995
-----------	---------

Monthly	\$3,995
---------	---------

CHANNEL SPONSORSHIPS (Limited to 2 sponsors/channel)

Channels include: Enlist, Education, Forum, Money, Travel, News, Blog. Sponsorship include Top Banner Ad, company logo, brief statement of company, and content specific pages.

Gross Rates:	Monthly
---------------------	----------------

Yearly	\$995
--------	-------

Quarterly	\$1,495
-----------	---------

Monthly	\$1,995
---------	---------