

## advertising rates

AS OF JANUARY 2010; RATES MAY CHANGE WITH AVAILABILITY AND SITE TRAFFIC LEVELS

### Display Advertising Rates

#### MONTHLY SERVICES

RUN OF SITE	SIZE	RATE
<b>Leaderboard (top)</b> <i>Expandable if banner position not sold +25%</i>	728x 90	\$6,000
<b>Banner</b>	468 x 60	\$4,000
<b>Big Box #1, #2, #3 (rotate)</b>	300 x 250	\$4,000
<b>Leaderboard (bottom)</b> <i>Rotates with top leaderboard (same or different creative)</i>	728 x 90	—

#### INTERNAL/CATEGORY PAGES (browse/search by category)\*

CATEGORY-SPECIFIC ADVERTISING CAPABILITY		
<b>Leaderboard (top)</b> <i>Expandable if banner position not sold +25%</i>	728x 90	\$4,200
<b>Banner</b>	468 x 60	\$2,600
<b>Big Box</b>	300 x 250	\$2,600
<b>Half Box #1 &amp; #2 (rotate)</b>	300 x 125	\$1,600
<b>Leaderboard (bottom)</b> <i>Rotates with top leaderboard (same or different creative)</i>	728 x 90	—

#### INTERNAL/TYPE PAGES (specific categories)\*

TYPE-SPECIFIC ADVERTISING CAPABILITY		
<b>Leaderboard (top)</b> <i>Expandable if banner position not sold +25%</i>	728x 90	\$3,000
<b>Banner</b>	468 x 60	\$2,000
<b>Big Box</b>	300 x 250	\$2,000
<b>Half Box #1 &amp; #2 (rotate)</b>	300 x 125	\$1,100
<b>Leaderboard (bottom)</b> <i>Rotates with top leaderboard (same or different creative)</i>	728 x 90	—

### Listing Enhancements

#### 1) ANNUAL SERVICES

<b>Featured Listing</b> (max. 3 positions above organic search results); includes logo & ownership of 3 keywords	\$4,000
– <b>Keywords (extra)</b> : dependent on availability *only applies to Featured Listing services	\$500 per
<b>Priority Listing</b>	\$2,800
<b>Positioning Statement</b> (8,000 characters; approx. 100 words; supplied by client)	\$2,500
<b>Sponsored Link*</b> (includes logo) 3 spots that rotate	\$1,975
<b>Logo*</b> (search results page & listing page)	\$1,120

\* Includes both online & print exposure

### Other CARDonline services

<b>eBlast</b> Targets media agencies and advertisers directly	\$5,000
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**NOTE:** All ads will display regardless of whether user is logged or not logged in to site.  
Video capability in any ad unit (streamed via client side). Additional charge if housed on CARDonline.

ALL RATES ARE NET

\*additional category buys + 25%

\*closing date for online services is 5 days preceding 'live' launch. Including revisions.

## advertising opportunities

### LISTING ENHANCEMENTS

#### **1) FEATURED LISTING:**

A Featured Listing appears at the top of all search results. They are keyword dependent with a maximum display of 3 featured listings per keyword. Additional keywords can be purchased for \$500 each. A Featured Listing is guaranteed to appear in a search results page whenever the purchased keyword is used in a search. Featured Listings are identified in a yellow box with the text 'FEATURED LISTING' displayed in the bottom right corner next to the listing name and logo on a search results page. This is premium positioning.

#### **2) PRIORITY LISTING:**

A Priority Listing appears above Logo and Free listings and below any Featured Listings. Priority listings are not keyword dependent. They allow for greater visibility, as long as the listing is relevant to a search. Priority Listings are identified with the text "PRIORITY LISTING" in the bottom right corner next to the listing name on a search results page.

#### **3) POSITIONING STATEMENT:**

A Positioning Statement takes a listing's generic 25-word limit profile description to a 100-word profile description. A longer Positioning Statement allows for branding opportunities, greatly enhancing visibility by all who visit (with/without log in). It also provides Endeca's search application with more words to crawl, ultimately improving the chances of a higher search ranking.

#### **4) SPONSORED LINK:**

A Sponsored Link allows a listing to appear in another type, topic or format in addition to what it already qualifies to appear in for free. This allows for greater visibility and enhances the listing to be seen in more searches. Sponsored Links appear on the right side of any landing page, directly below the search bar and above any Big Box ad. Three advertisers display and rotate at any one time. They are identified under the heading "SPONSORED LINKS", with the logo to the right of the listing name and the type, topic or format below it. Clicking on the listing name or logo takes the user directly to the listing.

\*Includes both online and print exposure

#### **5) LOGO:**

Apply a logo to your listing for increased visibility. Listings with logos are displayed in alphabetical order via any browse function and by relevancy via any keyword search function.

\*Includes both online & print exposure