

Banner Rate Card and Specifications

| Format | CPM – ROS | Max GIF size (k) | Max initial rich media size (K) | Max total rich media size (K)** | Max Polite (EB) size (K)** | Initial width (pixels) | Initial height (pixels) | Expanded width (pixels) | Expanded height (pixels) | Duration (s) | Close button: clearly visible in top right corner |
|-----------------------------|-----------|------------------|---------------------------------|---------------------------------|----------------------------|------------------------|-------------------------|-------------------------|--------------------------|--------------|---|
| Banner | £10 | 12 | N/A | 15 | 300 | 468 | 60 | N/A | N/A | N/A | N/A |
| Expand Banner | £12 | N/A | 15 | 45 | 300 | 468 | 60 | 468 | 300 | 20 | N/A |
| Banner to Overlay | £35 | N/A | 15 | 100 | 300 | 468 | 60 | 400 | 300 | 20 | Close button |
| Large Banner | £10 | 15 | N/A | 20 | 300 | 728 | 90 | N/A | N/A | N/A | N/A |
| Large Expandable Banner | £12 | N/A | 15 | 45 | 300 | 728 | 90 | 728 | 300 | 20 | N/A |
| Skyscraper | £12 | 15 | N/A | 20 | 300 | 120 | 600 | N/A | N/A | N/A | N/A |
| Expand Skyscraper | £14 | N/A | 20 | 55 | 300 | 120 | 600 | 350 | 600 | 20 | N/A |
| Large Skyscraper | £12 | 15 | N/A | 20 | 300 | 160 | 600 | N/A | N/A | N/A | N/A |
| Large Expandable Skyscraper | £14 | N/A | 20 | 55 | 300 | 160 | 600 | 350 | 600 | 20 | N/A |
| MPU | £14 | 15 | N/A | 20 | 300 | 300 | 250 | N/A | N/A | N/A | N/A |
| Expand MPU | £16 | N/A | 20 | 55 | 300 | 300 | 250 | 475 | 300 | 20 | N/A |
| Popup | £25 | 15 | N/A | 20 | 300 | 200 | 200 | N/A | N/A | 20 | Close button |
| Half-banner | £10 | 8 | N/A | 10 | 100 | 234 | 60 | N/A | N/A | N/A | N/A |
| Subsite/Popup Behind | £15 | N/A | N/A | 60 | 300 | 750 | 550 | N/A | N/A | 20 | Close button |
| Overlay | £25 | N/A | N/A | 30 | 300 | 350 | 350 | N/A | N/A | 20 | Close button |
| Overlay to Banner | £35 | N/A | 15 | 100 | 300 | 468 | 60 | 400 | 300 | 20 | Close button |
| Overlay to Sky | £37 | N/A | 20 | 100 | 300 | 120 | 600 | 400 | 300 | 20 | Close button |
| Sky to Overlay | £37 | N/A | 20 | 100 | 300 | 120 | 600 | 400 | 300 | 20 | Close button |
| Transition | £30 | N/A | N/A | 30 | 300 | N/A | N/A | N/A | N/A | 5 | Close button |
| Video Banner* | £10 | N/A | 15 | 250 | 300 | 468 | 60 | N/A | N/A | N/A | N/A |
| Video Button* | £8 | N/A | 10 | 200 | 300 | 120 | 60 | N/A | N/A | N/A | N/A |
| Video Overlay* | £25 | N/A | 30 | 500 | 300 | 350 | 350 | N/A | N/A | N/A | Close button |
| Video MPU* | £14 | N/A | 30 | 500 | 300 | 350 | 250 | N/A | N/A | N/A | N/A |
| Video Skyscraper* | £12 | N/A | 20 | 300 | 300 | 120 | 600 | N/A | N/A | N/A | N/A |

* Large files must be streamed ** Video costs based on agency or client paying ad serving costs NB: Any audio must be off as default and only be visitors initiated on mouse click

PLEASE CALL YOUR METRO REPRESENTATIVE OR 020 7651 5327 WITH ANY QUERIES