

# Digital Ratecard

(all figures gross)

<b>DISPLAY (RUN OF SITE/CHANNEL SPECIFIC)</b>	Banners Sky scrappers MPU	£10 cpm/£12 cpm £12 cpm/£15 cpm £15 cpm/£18 cpm
<b>PRE-ROLLS</b>	MEview Metro TV	£15 cpm £25 cpm
<b>CROSS-SITE DISPLAY PER DAY</b>	Page peel (1 per visitor) Roadblock Wrap around and roadblock	£7,500 £10,000 £15,000
<b>SITE WRAP PACKAGE PER DAY</b>	Page peel, wrap around and roadblock	£20,000
<b>HOMEPAGE DISPLAY PER DAY</b>	Roadblock Wrap around and Roadblock	£2,000 £4,000
<b>COUNTDOWN CLOCK PER WEEK</b>	Link on all pages with client logo	£5,000
<b>CHANNEL SPONSORSHIP</b>	Per week according to channel Per month according to channel <small>Includes channel roadblock and sponsorship lozenge</small>	£1,000 - £7,000 £3,000 - £25,000
<b>ADVERTORIAL PER WEEK</b>	One html page created with copy supplied by client	£1,000
<b>MICRO-SITE PACKAGES PER WEEK, RICH MEDIA</b>	Small (1-2 pages) Medium (3-4 pages) Large (5+ pages)	£5,000 £7,500 £10,000
<b>MICRO-SITE BOLT ONS PER WEEK</b>	Countdown clock Text link in horizontal nav bar Podcast (excluding production) Branded game	£4,000 £2,500 £1,500 POA
<b>COMPETITIONS PER DAY</b>	One html page <small>For one week or more please see micro-site costs as above, (minimum prize fund £5,000)</small>	£3,000 + £1,000 prize
<b>E-MAIL</b>	Mash Newsletter (50,000) 30 word text box Metro Mailing list (300,000) 3rd Party (190,000) Fantasy Football (100,000) 30 word text box <small>Regional and demographic filters available at 10% premium per filter</small>	£3,000 £150 per thousand £150 per thousand £200 per thousand
<b>MOBILE</b>	SMS (190,000) Display <small>Regional and demographic filters available at 10% premium per filter</small>	£150 per thousand £10 cpm

Please call your metro representative or 020 7651 5327  
for further creative solutions