

Site Placement (Ad Size/Format)	Open Market Rates
300x250 and 728x90	\$20 CPM
300x600 and 970x250	\$25 CPM
320x50	\$20 CPM
ROS All Sizes	\$20 CPM
Custom RED 300x600	\$27.50 CPM
Custom RED 300x250 or 620x250	\$22 CPM
Custom RED Continuum	\$30 CPM
Custom RED Seamless	\$50 CPM
Section Sponsorship - All Sizes	\$50 CPM
Apple News	\$20 CPM
Podcast ROS	\$35 CPM
Podcast Sponsorship	\$65 CPM
Standard Homepage Takeover	\$165k/day
Custom Homepage Takeover	\$195k/day
Email ROS Big Box or Billboard	\$10 CPM
Native Promo Modules	\$20 CPM
:15 Video On-site Only	\$70 CPM
:30 Video On-Site Only	\$70 CPM
:15 Video Content Network	\$55 CPM
:30 Video Content Network	\$55 CPM