



# Charleston.net CareerMarket Rates

## The Post and Courier

Fixed Positioning Pricing	7-12 months	4-6 months	1-3 months	Rotations
<b>LEADERBOARD 728 X 90 pixels</b>				
CareerMarket Home .....	\$2,959	\$3,329	\$3,699	1 of 4
<b>SKYBOX 200 X 250 pixels</b>				
CareerMarket Home .....	\$1,725	\$1,944	\$2,160	1 of 4
<b>BANNER 234 X 60 pixels</b>				
CareerMarket Home .....	\$1,000	\$1,125	\$1,250	1 of 4
<b>BUTTON 120 X 60 pixels</b>				
CareerMarket Home .....	\$399	\$499	\$599	1 of 4
For VIDEO ADS add \$100 per month				

CPM Pricing	Monthly Impressions	Level I	Level II	Level III	Agency Rate
<b>LEADERBOARD</b>	Up to 75,000	\$16	\$17	\$18	\$21
	150,000	\$15	\$16	\$17	\$19
	225,000	\$14	\$15	\$16	\$18
	375,000	\$13	\$14	\$15	\$17
	525,000	\$12	\$13	\$14	\$16
	675,000	\$11	\$12	\$13	\$15
<b>SKYBOX</b>	Up to 75,000	\$14	\$15	\$16	\$18
	150,000	\$13	\$14	\$15	\$17
	225,000	\$12	\$13	\$14	\$16
	375,000	\$11	\$12	\$13	\$15
	525,000	\$10	\$11	\$12	\$14
	675,000	\$9	\$10	\$11	\$13
<b>SKYSCRAPER</b>	Up to 75,000	\$12	\$13	\$14	\$16
	150,000	\$11	\$12	\$13	\$15
	225,000	\$10	\$11	\$12	\$14
	375,000	\$9	\$10	\$11	\$13
	525,000	\$8	\$9	\$10	\$11
	675,000	\$7	\$8	\$9	\$10
<b>BANNER</b>	Up to 75,000	\$10	\$11	\$12	\$14
	150,000	\$9	\$10	\$11	\$13
	225,000	\$8	\$9	\$10	\$11
	375,000	\$7	\$8	\$9	\$10
	525,000	\$6	\$7	\$8	\$9
	675,000	\$5	\$6	\$7	\$8

## Charleston.net is the #1 viewed website in Charleston tri-county area.

One ad in The Post and Courier and on Charleston.net reaches 71.4 % of adults 18 and older in the tri county area. In addition to excellent market penetration **online newspaper user are quality prospects.** They are educated (52% are college educated), affluent (household income of \$73,000) and online an average of 19 hours a week.

Source – Media Audit and MORI Power User Study 2005

Dollar Volume Contract Levels	LEVEL 1	LEVEL 2	LEVEL 3
	\$150,000 - \$200,000	\$50,000 - \$59,999	\$15,000 - \$19,999
	\$125,000 - \$149,999	\$40,000 - \$49,999	\$10,000 - \$14,999
	\$100,000 - \$124,999	\$30,000 - \$39,999	\$7,500 - \$9,999
	\$75,000 - \$99,999	\$25,000 - \$29,999	\$5,000 - \$7,499
	\$60,000 - \$74,999	\$20,000 - \$24,999	\$2,500 - \$4,999
			OPEN RATE

CPM Example	Ad size	Monthly Impressions	CPM Rate	=	Monthly Investment
	Banner	50,000	\$12		\$600 or (50 X \$12)
	Skybox	50,000	\$16		\$800 or (50 X \$16)

## Standard Internet Ad Sizes

**BUTTON:**  
120 X 60 pixels



**SKYBOX:** 300 X 250 pixels



**BANNER:** 234 X 60 pixels



**SKYSCRAPER:**  
120 X 600 pixels



**LEADERBOARD:** 728 X 90 pixels

