

The New Republic Online

General Advertising Rates

| <u>Under \$5,000 net spend</u> | <u>\$5,000 net spend</u> | <u>\$15,000 net spend</u> | <u>\$30,000 net spend</u> |
|--------------------------------|--------------------------|---------------------------|---------------------------|
| Banner: \$10.00 CPM | Banner: \$9.50 CPM | Banner: \$9.00 CPM | Banner: \$8.50 CPM |
| Tower: \$20.00 CPM | Tower: \$19.00 CPM | Tower: \$18.00 CPM | Tower: \$17.00 CPM |
| Contextual: \$30.00 CPM | Contextual: \$28.50 CPM | Contextual: \$27.00 CPM | Contextual: \$26.50 CPM |
| E-mail Newsletters | | | |
| <u>3x</u> | <u>6x</u> | <u>12x</u> | <u>24x</u> |
| \$60.00 CPM | \$57.00 CPM | \$54.00 CPM | \$51.00 CPM |

Targeted Advertising Rates

Ads targeted to either the Politics channel, or the Books & The Arts channel will run at a 5% premium.
Ads targeted to specific features and/or pages within a channel will run at a 10% premium.

Rich Media Rates

Rich media will run at a 10% premium.

The New Republic Online delivers 2 million monthly impressions to an audience of 250,000 unique visitors.