

# RATE CARD

**WEBSITE:** Our site serves as the foundation of all of our offerings and provides marketers with a strong platform to increase brand awareness and drive leads.

|                               | Description <sup>a</sup>                                                                               | Monthly | Monthly Impressions (est)* | Desktop                 | Tablet  | Mobile  |
|-------------------------------|--------------------------------------------------------------------------------------------------------|---------|----------------------------|-------------------------|---------|---------|
|                               |                                                                                                        |         |                            | Creative Specs**        |         |         |
| Half Page                     | Displays as 2nd row, right rail half-page on desktop and 2nd row medium rectangle on all other devices | \$3,750 | 70,000                     | 300x600                 | 300x250 | 300x250 |
| Medium Rectangle              | Displays as 1st row, right rail medium rectangle                                                       | \$1,750 | 100,000                    | 300x250                 | 300x250 | 300x250 |
| Web Interstitial              | Overlay appears upon click<br>• Once per day, per user<br>• And is mobile optimized                    | \$2,200 | 55,000                     | 320x480                 | 320x480 | 320x480 |
| Top Leaderboard               | Top of page billboard - Displays above header menu                                                     | \$5,200 | 225,000                    | 970x250, 970x90, 728x90 | 728x90  | 300x50  |
| Bottom Leaderboard+ Billboard | Bottom of page billboard - Displays above bottom menu                                                  | \$2,700 | 75,000                     | 970x250, 970x90, 728x90 | 728x90  | 300x250 |
| Anchored Leaderboard          | Fixed to bottom of browser window. Appears upon page load, once per user per day                       | \$5,200 | 175,000                    | 970x90, 728x90          | 728x90  | 320x50  |

**Looking for maximum visibility and impact? Ask about our exclusive Homepage Takeover packages.**  
**Planning a quarterly campaign? Ask about discounts for packages with a minimum 3-month commitment!**

\*Premium placements with 2/24 frequency cap applied

Disclaimer: Forecasted inventory volumes are estimates based on current available data, historical delivery patterns, and existing campaign activity within Google AdManager 360. Actual delivery may vary due to changes in inventory availability, campaign priorities, targeting adjustments, and other factors. Forecasted impressions are not guaranteed.

Source: Google AdManager 360

Site takeover available. Contact rep for details.

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**NEWSLETTER:** Our newsletter delivers targeted content weekly on Tuesdays and Thursdays to more than 70,000 operation and line-of-business retail executives looking for strategies and solutions that will help them enhance their customers' experiences across ALL channels.

|                  | 1 Newsletter | 4 Newsletter -<br>Save 5% | 8 Newsletter -<br>Save 5% | 12 Newsletter -<br>Save 5% | Specs                                                                                                                                                                                                                   |
|------------------|--------------|---------------------------|---------------------------|----------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Featured Banner  | \$1,750.00   | \$6,100.00                | \$12,000.00               | \$17,000.00                | 468 x 60                                                                                                                                                                                                                |
| Standard Banner  | \$1,250.00   | \$4,750.00                | \$9,000.00                | \$12,750.00                | 468 x 60                                                                                                                                                                                                                |
| Featured Text Ad | \$1,750.00   | \$6,100.00                | \$12,000.00               | \$17,000.00                | Image: 250 x 250<br>Headline: 50 characters<br>Body: 110 characters                                                                                                                                                     |
|                  | 1 Newsletter | 2 Newsletter              | 4 Newsletter              | 8 Newsletter               |                                                                                                                                                                                                                         |
| Full Takeover    | \$8,000.00   | \$14,000.00               | \$24,500.00               | \$42,850.00                | <ul style="list-style-type: none"> <li>• Featured Sponsor Logo</li> <li>• Featured Banner Ad (x1)</li> <li>• Featured Text Ad (x1)</li> <li>• Standard Banner Ad (x2)</li> <li>• RTP Social Media Posts (x2)</li> </ul> |