

# DMN ADVERTISING RATES

## ONLINE DISPLAY

Leaderboard (970x90)	\$105	CPM
IMU (300x250)	\$105	CPM
Premium Sidebar (300x600)	\$135	CPL
Sidebar (300x600)	\$950	Per Day

## HIGH IMPACT

Responsive Reskin (1658x1058)	\$2,750	Per Day
Welcome / Pop-Up (640x480)	\$1,750	Per Day
Billboard (970x250)	\$1,450	Per Day

- Additional targeting options include: Geo, Behavior, Contextual, Key word, Re-targeting, etc.

## NEWSLETTERS

	Sponsorship	
	Per Week	5 or more
Daily Insider (5 days)	\$5,400	\$4,590
Best Of...Weekly	\$2,350	\$1,990
Events Weekly	\$1,500	\$1,275
Newsletter Text Ad	\$1,000	

## NATIVE ADVERTISING

	6 articles	3 articles
Partner Content by Advertiser	\$17,845	\$10,497
Partner Content by DMN	\$43,599	\$25,647

## CONTENT SYNDICATION (CPL)

Cost per lead based on client filters.  
Contact us for details

## DEDICATED EMAIL

Sponsored Promotion	Whitepaper Of The Day	Hot List Of The Day
\$5,965	\$3,595	\$2,545

## ONLINE DIRECTORY

(ANNUAL RATE)		
Option A	Option B	Option C
\$1,495	\$1,130	\$900

## WEBCAST

Custom	Partner	Editorial
\$24,875	\$19,875	\$14,875

## VIRTUAL EVENT SPONSORSHIPS

Keynote	Session	Booth
\$9,870	\$9,870	\$4,715

## EBOOKS

Editorial	Exclusive Editorial	Custom
\$7,550	\$15,150	\$16,000

## PRINT

Full page
\$8,880

## SOCIAL

Tweet Chat Sponsor	2 Sponsored Tweets	5 Sponsored Tweets
\$4,565	\$1,750	\$3,350

## PODCASTS

Spotlight On
\$3,950

## CUSTOM EVENTS

Roundtable	Panel	Workshop
\$19,500 <small>(standard package)</small>	\$23,500	Call for pricing

## ANNUAL EVENTS

Contact us for details

- DMN Awards, Marketing Hall of Femme, 40Under40 - see sale sheets for sponsorship opportunities