

advertising rates

SEPTEMBER 5/05 – OCTOBER 31/05 • MARCH 1/06 – SEPTEMBER 4/06
 (for the time period from 11.1.05 through 2.28.05 please refer to the *Academy Rate Card*)

HOMEPAGE

	CPM
Marquee (300x250)	\$50.00
Super Banner (728x90)	\$45.00
Skyscraper (120x600)	\$25.00

RUN-OF-SITE

Marquee (300x250)	\$35.00
Super Banner (728x90)	\$30.00
Skyscraper (120x600)	\$15.00

RUN OF CATEGORY SECTION

includes the 728x90 throughout the section,
 plus an 88x31 "sponsored by" logo

	Monthly Rate
Box Office Charts	\$20,000
Search	\$15,000
Film Channel	\$25,000
Television Channel	\$13,000
International	\$5,000
Business	\$5,000
Music	\$5,000
Legit	\$5,000
Technology	\$5,000

Impressions vary from month to month
 Rates are not applicable during Nov-Feb Awards Season

RICH MEDIA/IMPACT UNITS

Eyeblander, Eyeworks, PointRoll, etc.
 subject to testing and approval - does not include full page overlays

EXCLUSIVE SPONSORSHIPS

Ultracommercials

Viewers watch commercial
 ad "payment" for premium content

Call for pricing
 Call for pricing

Homepage Takeover

Roadblock of the following units
 728x90, 300x250, 120x600

\$5,000 per day

Front Page Interstitial

Introductory overlay ad unit which appears
 when a user accesses Variety.com

\$10,000 per week