

DIGITAL RATES

IMPRESSION BASED AD UNITS

Unit	Size	Up to 30k Impressions	30k+ Impressions
Leaderboard	(728x90)	\$88 CPM	\$86 CPM
IMU	(300x250)	\$82 CPM	\$81 CPM
Double IMU	(300x600)	\$146 CPM	\$144 CPM
Expandable IMU	(300x250>600x250)	\$109 CPM	\$107 CPM
Stationary Side Bar	(3000x600)	\$172 CPM	\$170 CPM
Prestitial	(640x480)	\$177 CPM	\$166 CPM
Site Skin	(custom)	\$203 CPM	\$192 CPM
Page Peel		\$185 CPM	\$175 CPM
Stationary Bottom Banner		\$153 CPM	\$149 CPM
Mobile Leaderboard	(320x50)	\$159 CPM	
Billboard	(970 x 250)	\$177 CPM	\$173 CPM

Note:
 Volume guarantees are subject to inventory confirmation at time of booking
 Discount available for 50k+ impression levels; ask your sales rep for custom rates
 Minimum buy 30k impressions

LEAD GENERATION

Unit	
Content Syndication	\$70 per lead

NEWSLETTERS

Principal Sponsorship	MM&M NewsBrief (728x90, 300x250)	Weekly Digest (728x90, 300x250)	The Splash by MM&M (728x90)
1 month	\$5,473	\$7,513	\$2,861
3 months	\$5,229	\$7,039	\$2,683
6 months	\$4,623	\$6,681	\$2,315
12 months	\$4,402	\$6,322	\$2,142

Text ad only

1 month	\$3,818	\$3,102	\$1,229
3 months	\$3,460	\$2,923	\$995
6 months	\$3,102	\$2,624	\$906
12 months	\$2,682	\$2,385	\$701

Note:
 MM&M NewsBrief deploys daily Monday-Thursday. One month equates to four newsletters/Weekly Digest deploys every Friday/The Splash deploys once a month.

NATIVE ADVERTISING & CUSTOM CONTENT CAMPAIGN

Partner Webcast	20/10 Webcast
\$14,000	\$12,000

VISIT: WWW.MMM-ONLINE.COM/

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