

2017 ADVERTISING RATES

LEAD GENERATION

	Sponsored promotion	White paper of the day	Hot list of the day	Telemarketing -
Deployment rate:	\$5,965	\$3,595	\$2,545	Upon Request
CPL*	\$50-\$200			

LEAD GENERATION EVENTS

SOCIAL

EBOOK

Webcast		Virtual Events		Twitter		Ebook	
Editorial Custom	\$24,875	Keynote	\$9,870	Tweet Chat Sponsor	\$4,565	Editorial	\$7,500
Partner	\$19,875	Session	\$9,870	Sponsored Tweets	2, \$1,750	Exclusive Editorial	\$15,000
Editorial	\$14,875	Booth	\$4,715	5 Tweets	\$3,350	Custom	\$16,000

LIVE EVENTS

Roundtable		DMN Connect		Hall of Femme	
Sponsor	\$19,500	Session sponsor	\$15,000	Gold	\$11,950
		Keynote sponsor	\$13,500	Silver	\$7,500

DIGITAL

Online display:				
Frequency	Leaderboard (728x90)	IMU (300x250)	Nav. Bar (980x30)	PP (see specs)
1 month	\$3,125	\$2,545	\$2,890	\$4,975
3 months	\$3,000	\$2,440	\$2,780	\$4,750
6 months	\$2,880	\$2,340	\$2,660	\$4,557
12 months	\$2,630	\$2,140	\$2,430	\$4,440
CPM	\$105	\$105	\$105	—

DIGITAL CONTINUED

Sponsorships:			
Frequency	Channel	Digital Edition	Keyword
1 month	\$7,215	\$2,756	\$1,575
3 months	\$6,625	\$2,620	\$1,500
6 months	\$6,025	\$2,478	\$1,415
12 months	\$5,485	\$2,342	\$1,340

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Interactive/rich media:				
Frequency	Prestitial	Pushdown	Skin	Premium Sidebar
1 day	\$1,750	\$1,050	\$5,250	\$3,995
3 days	\$1,650	\$995	\$4,725	\$3,555
6 days	\$1,575	\$945	\$4,200	\$3,155
12 days	\$1,475	\$890	\$3,675	\$2,755

Native advertising:		
Frequency	Partner Content Provided by advertiser	Partner content written by DMN for advertiser
12 articles	\$33,590	\$82,070
6 articles	\$17,845	\$43,599
3 articles	\$10,497	\$25,647

Newsletters:			
Sponsorship	Daily Insider	Best of...Weekly	DMNtech Roundup
1 week	\$5,400	\$2,350	\$1,500
2 weeks	\$5,150	\$2,200	\$1,200
3 weeks	\$4,850	\$2,050	\$1,150
4 weeks	\$4,550	\$1,900	\$1,075

Text ad only			
1 week	\$3,750	\$950	\$950
2 weeks	\$3,550	\$850	\$850

Daily Insider deploys 5x a week, Best of...Weekly deploys 1x a week. All costs per week.

Online directory:			
Type	Option A	Option B	Option C
Annual Rate	\$1,325	\$1,130	\$900

jobs.dmnews.com	
30-day	\$330
60-day	\$550