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PRODUCT	OPEN RATE	AFFILIATE	SPONSOR	PARTNER	PREMIER	PLATINUM	
One-Stop (per month)	\$3,500	\$3,325	\$3,150	\$2,975	\$2,800	\$2,625	All electronic rate quotes are NET. Agency discounts do not apply
Pop Quiz (per month)	\$6,000	\$5,700	\$5,400	\$5,100	\$4,800	\$4,500	
Sponsored Links – Run of site (per month)	\$4,000	\$3,800	\$3,600	\$3,400	\$3,200	\$3,000	
Custom Surveys	\$10,000	\$9,500	\$9,000	\$8,500	\$8,000	\$7,500	
Sponsored-Featured Webcast	\$22,500	\$21,375	\$20,250	\$19,125	\$18,000	\$16,875	
Inside Telecom Webcast	\$12,500	\$11,875	\$11,250	\$10,625	\$10,000	\$9,375	
Premium White Paper Program	\$10,000	\$9,500	\$9,000	\$8,500	\$8,000	\$7,500	
White Paper Hosting (up to 2 papers)	\$2,000	\$1,900	\$1,800	\$1,700	\$1,600	\$1,500	
Podcast (Editorial Series)	\$9,000	\$8,550	\$8,100	\$7,650	\$7,200	\$6,750	
Podcast (Vendor-Supplied)	\$2,500	\$2,375	\$2,250	\$2,125	\$2,000	\$1,875	
Video (Vendor-Supplied)	\$4,500	\$4,275	\$4,050	\$3,825	\$3,600	\$3,375	

WEB SITE PRODUCTS SOLD ON CPM BASIS	OPEN RATE	AFFILIATE	SPONSOR	PARTNER	PREMIER	PLATINUM	
Introstitial	\$500	\$475	\$450	\$425	\$400	\$375	Purchased on CPM basis with total cost determined by size of list ordered
Peelback Sponsorship	\$115	\$109	\$104	\$98	\$92	\$86	
Premium Boombox Banner (336x280)	\$100	\$95	\$90	\$85	\$80	\$75	
Top Leader Board (728x90) – ROS	\$90	\$86	\$81	\$77	\$72	\$68	
Navigation Bar Banner (125x125)	\$50	\$48	\$45	\$43	\$40	\$38	
Premium banner + text (120x60 + text)	\$45	\$43	\$41	\$38	\$36	\$34	
Premium banner + text (120x60 + text)	\$45	\$43	\$41	\$38	\$36	\$34	
Rich media premium	\$10/cpm						

EXCLUSIVE E-MAIL PROMOTIONS	OPEN CPM	AFFILIATE CPM	SPONSOR CPM	PARTNER CPM	PLATINUM CPM	PLATINUM CPM
CUSTOM EBLASTS	\$195	\$185	\$176	\$166	\$156	\$156

CONTACT

FOR TECHNICAL SPECIFICATIONS

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**TELEPHONY "FOCUS ON"
E-MAIL NEWSLETTERS**

	OPEN RATE	AFFILIATE	SPONSOR	PARTNER	PREMIER	PLATINUM	
BREAKING NEWS (2X/WEEKLY, TUESDAY & THURSDAY)							
Top Position	\$3,250	\$3,088	\$2,925	\$2,763	\$2,600	\$2,438	Includes two newsletters per week
2nd Position	\$2,500	\$2,375	\$2,250	\$2,125	\$2,000	\$1,875	
3rd Position	\$1,750	\$1,663	\$1,575	\$1,488	\$1,400	\$1,313	
WIRELESS (WEEKLY, TUESDAY)							
Top Position	\$1,250	\$1,188	\$1,125	\$1,063	\$1000	\$938	Price per newsletter
2nd Position	\$1,000	\$950	\$900	\$850	\$800	\$750	
3rd Position	\$750	\$713	\$675	\$638	\$600	\$563	
BUSINESS SERVICES, VIDEO, NEXT-GEN SERVICE DELIVERY, RESIDENTIAL BROADBAND (ALL 2X /MONTH, SEE PAGE 13 FOR DEPLOYMENT DETAILS)							
Top Position	\$3,413	\$3,242	\$3,071	\$2,901	\$2,730	\$2,559	Price per month
2nd Position	\$2,625	\$2,494	\$2,363	\$2,231	\$2,100	\$1,969	
3rd Position	\$1,838	\$1,746	\$1,654	\$1,562	\$1,470	\$1,378	
GLOBAL (2X/MONTH, MONDAY)							
Top Position	\$1,250	\$1,188	\$1,125	\$1,063	\$1000	\$938	Price per newsletter
2nd Position	\$1,000	\$950	\$900	\$850	\$800	\$750	
3rd Position	\$750	\$713	\$675	\$638	\$600	\$563	
THE INDEPENDENT (2X/MONTH, WEDNESDAY)							
Top Position	\$1,250	\$1,188	\$1,125	\$1,063	\$1,000	\$938	Price per newsletter
2nd Position	\$1,000	\$950	\$900	\$850	\$800	\$750	
3rd Position	\$750	\$713	\$675	\$638	\$600	\$563	

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