

Rate Card 2005

Your path to online success

Army.com provides significant value to its advertisers and audience. Daily content updates ensure a repeat audience of net savvy Army servicemembers and their families who regularly browse and purchase online. Advertising opportunities include Run of Site, Channel Sponsorships, and Towers, Banners, Boxes, and Buttons.

Online Sponsorship Opportunities

Home Page Sponsorship (Limited to 4 sponsors)

Sponsorships include Rotating Top Banner Ads, Rotating Tower Ads, Branding Button, company logo, and content specific pages about your products and services.

| Gross Rates: | Monthly |
|---------------------|----------------|
| Yearly | \$1,995 |
| Quarterly | \$2,995 |
| Monthly | \$3,995 |

Channel Sponsorship (Limited to 2 sponsors/channel)

Channels include: Enlist, Education, Forum, Money, Travel, News, Blog. Sponsorships include Top Banner Ad, company logo, brief statement of company, and content specific pages.

| Gross Rates: | Monthly |
|---------------------|----------------|
| Yearly | \$995 |
| Quarterly | \$1,495 |
| Monthly | \$1,995 |

Online Advertising Rates

Home Page Ads (minimum monthly buy of 50,000 impressions)

| | |
|-----------------------------------|----------|
| Skyscraper Ad (160 x 600 pixels) | \$30 CPM |
| Top Banner Ad (468 x 60 pixels) | \$18 CPM |
| Square Ad (125 x 125 pixels) | \$12 CPM |
| Branding Button (120 x 60 pixels) | \$10 CPM |

Channel Ads (minimum monthly buy of 50,000 impressions)

| | |
|----------------------------------|----------|
| Full Banner Ad (468 x 60 pixels) | \$10 CPM |
| Square Ad (125 x 125 pixels) | \$6 CPM |

Run of Site (minimum monthly buy of 100,000 impressions)

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|--|----------|
| Leaderboard Ad (728 x 90 pixels) | \$10 CPM |
| Medium Rectangle Ad (300 x 250 pixels) | \$10 CPM |
| Skyscraper Ad (160 x 600 pixels) | \$8 CPM |
| Banner Ad (468 x 60 pixels) | \$5 CPM |
| Square Ad (125 x 125 pixels) | \$3 CPM |

