

2012 Online Rates

SITE ADVERTISING

		NET CPM
Leaderboard	728x90	\$42
Rectangle	300x250 or 336x280	\$58
Super Rectangle	300x600 or 336x850	\$95
Logo Ad	120x90	\$5
Roadblock		\$105
- Leaderboard	728x90	—
- Rectangle	300x250 or 336x280	—
- Logo	120x90	—

PREMIUM CONTENT SPONSORSHIPS

Video		\$63
- Pre-roll (10-15s)	540x304	—
- Companion Ad	300x250 or 336x280	—
SA Podcasts		
- 60-Second Science	8-10s	\$53
- 60-Second Earth	8-10s	\$53
- 60-Second Health	8-10s	\$53
- 60-Second Tech	8-10s	\$53
- 60-Second Space	8-10s	\$53
- 60-Second Mind	8-10s	\$53
- Science Talk	30s	\$84
- Science Talk	15s	\$53
SA Custom Destination	Flat Fee	Negotiated
SA Free to Air Sponsorship	Flat Fee	Negotiated
SA In-Depth Reports	Flat Fee	Negotiated
SA Multimedia	Flat Fee	Negotiated
SA Mobile	Flat Fee	\$10,800*

EMAIL SPONSORSHIPS

Weekly Review	Rectangle	\$68
Daily Digest	Rectangle	\$68
Category Specific Email	Rectangle	\$68
Standalone Custom	Custom HTML	\$315

*Minimum print/online monthly advertising commitment of \$20,000 gross.