

PostBulletin.com | Online Banner Advertising Rates - May 2008

| Banner Ad Position | Avails | Impressions Delivered | CPM | 1 Month Rate | 12 Month Rate |
|-------------------------------------|--------|--------------------------|---------|-----------------|------------------|
| HOME PAGE | | | | | |
| Rectangle | 8 | 78,000 | \$12.50 | \$975 | \$780 |
| Skyscraper | 8 | 78,000 | \$10.00 | \$780 | \$624 |
| RUN OF STORIES | | | | | |
| Rectangle | 11 | 75,000 | \$12.50 | \$938 | \$750 |
| Skyscraper | 11 | 75,000 | \$10.00 | \$750 | \$600 |
| NEWS LANDINGS | | | | | |
| Rectangle | 5 | 47,000 | \$12.50 | \$588 | \$470 |
| Skyscraper | 5 | 47,000 | \$10.00 | \$470 | \$376 |
| ENTERTAINMENT/LIFE/EVENTS | | | | | |
| Rectangle | 3 | 27,000 | \$12.50 | \$338 | \$270 |
| Skyscraper | 3 | 27,000 | \$10.00 | \$270 | \$216 |
| OPINION | | | | | |
| Rectangle | 1 | 40,000 | \$12.50 | \$500 | \$400 |
| Skyscraper | 1 | 40,000 | \$10.00 | \$400 | \$320 |
| SPORTS | | | | | |
| Rectangle | 3 | 16,000 | \$12.50 | \$200 | \$160 |
| Skyscraper | 3 | 16,000 | \$10.00 | \$160 | \$128 |
| BLOGS | | | | | |
| Rectangle | 4 | 21,000 | \$12.50 | \$263 | \$210 |
| Skyscraper | 4 | 21,000 | \$10.00 | \$210 | \$168 |
| OBITUARIES | | | | | |
| Rectangle | 6 | 63,000 | \$12.50 | \$788 | \$630 |
| Skyscraper | 6 | 63,000 | \$10.00 | \$630 | \$504 |
| AUSTIN | | | | | |
| Rectangle | 2 | 25,000 | \$12.50 | \$313 | \$250 |
| Skyscraper | 2 | 25,000 | \$10.00 | \$250 | \$200 |
| SPECIAL SECTIONS/CLASSIFIEDS | | | | | |
| Skyscraper | 3 | 31,000 | \$12.50 | \$388 | \$310 |
| WEATHER | | | | | |
| Leaderboard | 4 | | | \$400 | \$320 |
| Skyscraper | 4 | | | \$400 | \$320 |
| BUSINESS | | | | | |
| Rectangle | 2 | | | \$687 | \$550 |
| Skyscraper | 2 | | | \$687 | \$550 |
| HIGH IMPACT | | | | | |
| Expandable | | | | 1 Day | \$400 |
| Corner Peel | | | | 1 Day | \$400 |
| ASK THE EXPERTS | | | | | |
| Basic | | | | | \$175 |
| Expanded | | | | | \$225 |
| Premier | | | | | \$265 |
| ROCHESTERMN.COM | | | | | |
| Rectangle | 4 | | | \$313 | \$250 |
| Skyscraper | 4 | | | \$313 | \$250 |
| MARKETPLACE | | | | | |
| Featured Listing | | | | | \$150 |

*Add Flash Animation or Video \$50

*All Prices Net

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Call (507) 281-7405 for more information on Postbulletin.com online advertising.