

2008 eMedia Rates

In addition to offering a wide range of print advertising opportunities, *Microwaves & RF* has a host of online products and services that can help generate sales leads while driving traffic to your own website.

	Position	Creative Size	Net Rates
Standard Units	Roadblock	640x480	\$2,500/Week
	Skyscraper	120x600	\$80 cpm
	Half page	300x600	\$100 cpm
	Rectangle	336x280	\$80 cpm
	Leaderboard	728x90	\$70 cpm
Expanding Units	Peelback	Custom	\$100 cpm
	Zipper	Custom	\$100 cpm
	Expanding Leaderboard	Custom	\$100 cpm
	Expanding Skyscraper	Custom	\$100 cpm
	ENewsletter Sponsorship		\$2,520
	Network Sponsored Link	100 chars	\$3000
Custom eMedia	Blog		\$1,500/month
	Webcast		\$5,000 – \$15,000
	Podcast		\$2,000
	Ebook		\$8,000
	White Paper Central		\$1,500/year

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