

2013 Rate Card

Funeral Resources (Run of Site)

Deliver your message to more than 250k monthly users who are researching funeral-related information. Advertise across the entire Funeral Resources website, which receives more than 500k page impressions per month.

	12x Monthly ROS Rate*	6x Monthly ROS Rate*	3x Monthly ROS Rate*	Monthly ROS Rate*	CPM Rate**
468x60 Banner (ATF)	\$1,695	\$1,995	\$2,395	\$2,895	\$6
728x90 Leaderboard (ATF)	\$3,495	\$3,995	\$4,795	\$5,895	n/a
300x250 Medium Rectangle (ATF)	\$1,495	\$1,695	\$1,995	\$2,395	\$5
600x250 Large Skyscraper (ATF/BTF)	\$2,295	\$2,695	\$3,195	\$3,895	\$8
300x250 Medium Rectangle (BTF)	\$845	\$995	\$1,195	\$1,445	\$3

*ROS (Run of Site) ads receive a guaranteed minimum 500k impressions per month.

**CPM (Cost per Thousand) impression ads must purchased in lots of 100k impressions.

Funeral Resources (In Content/Targeted)

Deliver your message in content to all users. Or, target your message to reach users from select countries or users interested in specific topics.

	12x Monthly CPM Rate*	6x Monthly CPM Rate*	3x Monthly CPM Rate*	CPM Rate*
300x250 Medium Rectangle (ATF)	\$3.50	\$4.25	\$5.00	\$6
600x250 Large Skyscraper (ATF/BTF)	\$4.75	\$5.50	\$6.75	\$8
300x250 Medium Rectangle (BTF)	\$2.50	\$3.00	\$3.50	\$4
620x90 Custom/468x60 Banner (ATF)	\$6.00	\$7.00	\$8.25	\$10
620x90 Custom/468x60 Banner (BTF)	\$3.50	\$4.25	\$5.00	\$6

*CPM (Cost per Thousand) impression ads must purchased in lots of 100k impressions.

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Funeral Resources (Sponsored Content)

Deliver your message through sponsored content in a contextually-relevant environment. Contact us for more information on sponsored content.

Your Tribute (Online Memorials)

Deliver your message through Your Tribute's online memorials. Can be combined with Funeral Resources site-wide advertising for more exposure.

	12x Monthly CPM Rate*	6x Monthly CPM Rate*	3x Monthly CPM Rate*	CPM Rate*
300x250 Medium Rectangle (ATF)	\$6.00	\$7.00	\$8.25	\$10.00
728x90 Leaderboard (BTF)	\$3.50	\$4.25	\$5.00	\$6.00

*CPM (Cost per Thousand) impression ads must purchased in lots of 100k impressions.

To place an order or for more info, contact:

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1-877-942-7359