

The minimum purchase for all sizes is 100,000 impressions.

AD SIZE	*CPM (Cost Per Thousand)
Leaderboard 728 pixels wide x 90 pixels high maximum 40KB	\$40 CPM \$4,000 minimum
Medium Rectangle 300 pixels wide x 250 pixels high maximum 30KB	\$35 CPM \$3,500 minimum
Skyscraper 120 pixels wide x 600 pixels high maximum 40KB	\$32 CPM \$3,200 minimum
2 unit 120 pixels wide x 200 pixels high maximum 25KB	\$20 CPM \$2,000 minimum
1 unit 120 pixels wide x 100 pixels high maximum 15KB	\$11 CPM \$1,100 minimum
Career Ads	\$300 per month with cross-posting on Boards Online Weekly

*CPM means cost-per-thousand impressions. On the 'boards website all ads rotate with other ads, yet you only pay for impressions received. CPM is based on the number of times someone views your ad on a page of our website (page views). Boards will send you a weekly or monthly update with the amount of impressions and click-throughs your ad has received. This way you can measure the effectiveness of your online advertising program.



Boardsmag.com also offers a full range of specialized advertising opportunities (i.e. interstitials, flash-transparency ads, expandable DHTML ads, etc.) that make the web a dynamic place to advertise. Contact a Boards sales rep with whatever you can imagine, because we can make it happen.

For the 3 months ending November 30, 2007, **Boardsmag.com averaged over 300,000 impressions (page views) per month**, with over **68,000 unique visitors per month**.

BoardsMag.com is a destination where the international commercial production and advertising communities will find the latest in commercial work, people moves and industry information. The website is also known for the **Screening Room** which offers the best commercials, animation, music videos and short films.