

# MPN ADVERTISING RATE CARD

Fee Schedule for ALL GENERAL Online & e-Marketing Advertising



## Featured CALENDAR EVENT Text Listing (Online + e-Newsletter)

Package Type	Max # Pages + e-Newsletters	30 Days	60 Days	90 Days	180 Days	365 Days
OTHER Cals.	10	\$10	\$15	\$25	\$35	\$50
Home Page+	12	\$20	\$30	\$50	\$70	\$100

Please visit [www.MPNsite.com/advertise/calendar.htm](http://www.MPNsite.com/advertise/calendar.htm) for additional details.

## Featured BUSINESS DIRECTORY Text Listing (Online + e-Newsletter)

Package Type	Max # Pages + e-Newsletters	30 Days	60 Days	90 Days	180 Days	365 Days
Business Dir+	10	\$10	-	\$20	\$30	\$50
Home Page+	12	\$20	-	\$40	\$60	\$100

Please visit [www.MPNsite.com/advertise/business.htm](http://www.MPNsite.com/advertise/business.htm) for additional details.

## Featured NONPROFIT DIRECTORY Text Listing (Online + Text Ad)

Package Type	Max # Pages + e-Newsletters	30 Days	60 Days	90 Days	180 Days	365 Days
Nonprofit Dir+	10	\$5	-	\$10	\$15	\$25
Home Page+	12	\$10	-	\$20	\$30	\$50

Please visit [www.MPNsite.com/advertise/nonprofit.htm](http://www.MPNsite.com/advertise/nonprofit.htm) for additional details.

## E-NEWSLETTER DISPLAY ADS

(Sample U.S. Metro Area Standard Rates; Interest-based e-News Rates Avail. Online)

e-News Audience	Email Min. Cnt.	Tot. Est. Reach	Full Flyer	Half Flyer	LdrBoard Display	Sky Display	Super Banner	Std. Banner	Bus. Card	Cube Banner
<b>AD DIMENSIONS &gt;&gt;&gt;</b>			600 x800	600 x400	728x90	125 x600	468 x400	468x60	225 x128	125 x125
Tier 1 Lists	25000	50000+	\$125	\$100	\$80	\$80	\$80	\$55	\$35	\$25
Tier 2 Lists	12500	25000+	\$110	\$90	\$70	\$70	\$70	\$45	\$30	\$20
Tier 3 Lists	7500	15000+	\$100	\$80	\$50	\$50	\$50	\$30	\$20	\$15
Tier 4 Lists	5000	10000+	\$70	\$60	\$45	\$45	\$45	\$25	\$15	\$15
Tier 5 Lists	2500	5000+	\$55	\$40	\$30	\$30	\$30	\$20	\$15	\$10
Tier 6 Lists	1000	2000+	\$35	\$30	\$20	\$20	\$20	\$15	\$10	\$10

Fees vary based on audience size, ad size and pricing tier. To view each specific TIER GROUP audience and other details, please visit [www.MPNsite.com/advertise/newsletter.htm](http://www.MPNsite.com/advertise/newsletter.htm). Please visit [www.MPNsite.com/newsletter.htm](http://www.MPNsite.com/newsletter.htm) to view select newsletter archives.

## PURCHASE NOW – AUTOMATED ONLINE PROCESSING

- Visit [www.MPNsite.com/startorder.asp](http://www.MPNsite.com/startorder.asp) to initiate an online order purchase.
- All transactions are processed by our safe and secure [Bank of America](#) merchant services, [Paypal Payflow](#)-powered / [Verisign](#) secured integrated transaction processing system.
- Your credit/debit card number, expiration date, CSC, or other billing contact information **WILL NOT** be captured, entered, or saved anywhere on our site or in any MPN database.

## FEAT. LOGO/PROFILE DISPLAY AD

Ad Duration	Total Fee	Effective Rate per Month
30 days	\$250	\$250
60 days	\$400	\$200
Quarterly	\$525	\$175
Semi-Annual	\$750	\$125
Annual	\$1200	\$100

Display your logo or 200x100 ad under "Featured Profiles" on our home page – [www.MPNsite.com](http://www.MPNsite.com). It will automatically link to your company's web site or a profile page (hosted by MPN) that can display company or event or business or organization information, description, awards, history, areas of focus, etc.

## DEDICATED E-BLAST (Solo e-mail blast)

Subscriber Audience	Unique Lists	Total Count	Min Fee	Max Fee
U.S. Metro Area	84	e-Newsletter Advertising Only		
U.S. States	50	varies	\$50	\$500
International Geo Area	102	varies	\$50	\$250
Topical / Interest	varies	varies	\$50	\$750
Functional/Demographic	varies	varies	\$50	\$750
U.S. Regional	8	varies	\$250	\$1000
U.S. Nationwide	1	250K+	-	\$2500
Global Audience	1	300K+	-	\$3000

Fees vary based on audience size and subscription audience. Other ad sizes and fee options are available. Please visit [www.MPNsite.com/advertise/eblast.htm](http://www.MPNsite.com/advertise/eblast.htm) for details.

## JOB POSTING PACKAGES

Quantity-based Packages (1 to 50)

Visit [www.mpnDiversityJobs.com/rates.pdf](http://www.mpnDiversityJobs.com/rates.pdf)

Unlimited Packages (1, 3, 6, or 12 mos.)

Call or E-mail for a Custom Quote

## ONLINE + E-NEWS DISPLAY ADS

Reach our progressive audience with higher impact graphical or video ads. Fees are based on ad unit size + duration + desired exposure level (pages and min. monthly impressions). Your display ad can appear up to "Pages" count as follows:

- MPN global portal site pages - [www.MPNsite.com](http://www.MPNsite.com) and/or
- MPN Job Board site pages - [www.mpnDiversityJobs.com](http://www.mpnDiversityJobs.com) +
- Up to 10/25/50 e-Newsletters / mo. (graphical displays)

### LEADERBOARD Display Ad Unit (728x90 Pixels)

Exposure	Pages	Mo. Impr.	Monthly	Ann. CPM	Annual
High	26-50	200000	\$1600	\$5.63	\$13500
Medium	10-25	100000	\$800	\$6.25	\$7500
Basic	<10	50000	\$400	\$6.67	\$4000

### SUPER BANNER Display Ad (468x400 Pixels)

Exposure	Pages	Mo. Impr.	Monthly	Ann. CPM	Annual
High	26-50	200000	\$1200	\$4.17	\$10000
Medium	10-25	100000	\$600	\$4.58	\$5500
Basic	<10	50000	\$300	\$5.00	\$3000

### SKYSCRAPER Display Ad Unit (125x600 Pixels)

Exposure	Pages	Mo. Impr.	Monthly	Ann. CPM	Annual
High	26-50	200000	\$800	\$2.92	\$7000
Medium	10-25	100000	\$400	\$3.33	\$4000
Basic	<10	50000	\$200	\$3.33	\$2000

### ENHANCED BANNER Display (468x200 Pixels)

Exposure	Pages	Mo. Impr.	Monthly	Ann. CPM	Annual
High	26-50	200000	\$600	\$2.08	\$5000
Medium	10-25	100000	\$300	\$2.50	\$3000
Basic*	<10	50000	\$150	\$2.50	\$1500

### STANDARD BANNER Display (468x60 Pixels)

Exposure	Pages	Mo. Impr.	Monthly	Ann. CPM	Annual
High	26-50	200000	\$400	\$1.46	\$3500
Medium	10-25	100000	\$200	\$1.67	\$2000
Basic*	<10	50000	\$100	\$1.67	\$1000

\* This exposure level can include any of our 400+ site display pages except the following: [mpnDiversityJobs.com](http://mpnDiversityJobs.com) home page or [MPNsite.com](http://MPNsite.com) home page or listing **template pages** (i.e., calendar, business, jobs, nonprofit or content templates).

Video ads and other graphical display image sizes available. Call or e-mail for custom rates for other durations (weekly, etc.).