

# PayPerClip Rates

January 1, 2008

Rates shown are complete – there are no sign-up fees, administration fees, or program charges.

Circulation/audience figures and market rankings are as defined by Bacon's Information.

Rates shown are for US media placements – 50% surcharge for international media.

Top 5 outlets in each category priced separately.

<b>PRINT</b>	<b>TELEVISION</b>
<b>Magazine circ. to 49,999</b> <b>Newspaper circ. to 99,999</b> <b>Trade Publications circ. to 4,999</b> Feature \$1,800 Focus Coverage \$1,450 Mention \$800 Including client URL Add \$300	<b>Market Ranking 1-8</b> Segment/Feature \$2,600 Sound Byte/Brief Appearance \$2,300
<b>Magazine circ. 50,000 – 199,999</b> <b>Newspaper circ. 100,000 – 499,999</b> <b>Trade Publications circ. 5,000 – 9,999</b> Feature \$3,000 Focus Coverage \$2,200 Mention \$1,200 Including client URL Add \$500	<b>Market Ranking 9-20</b> Segment/Feature \$2,000 Sound Byte/Brief Appearance \$1,700
<b>Magazine circ. 200,000 – 499,999</b> <b>Newspaper circ. 500,000 – 799,999</b> <b>Trade Publications circ. 10,000 – 14,999</b> Feature \$4,300 Focus Coverage \$3,300 Mention \$2,800 Including client URL Add \$600	<b>Market Ranking 21-34</b> Segment/Feature \$1,400 Sound Byte/Brief Appearance \$1,100
<b>Magazine circ. 500,000+</b> <b>Newspaper circ. 800,000+</b> <b>Trade Publications circ. 15,000+</b> Feature \$5,000 Focus Coverage \$4,500 Mention \$3,400 Including client URL Add \$700	<b>Market Ranking 35-45</b> Segment/Feature \$1,000 Sound Byte/Brief Appearance \$800
	<b>Market Ranking 46-210</b> Segment/Feature \$550 Sound Byte/Brief Appearance \$450
	<b>National Network</b> Segment/Feature \$5,500 Sound Byte/Brief Appearance \$3,600
	<b>National Cable</b> Segment/Feature \$4,300 Sound Byte/Brief Appearance \$2,600

<b>CONSUMER WEB MEDIA</b>	<b>BUSINESS WEB MEDIA</b>
<b>Visitors/month to 49,999</b> Feature \$650 Focus \$550 Mention \$450 Including Client URL Add \$300	<b>Visitors/month to 49,999</b> Feature \$1,300 Focus \$1,100 Mention \$900 Including Client URL Add \$300
<b>Visitors/month 50,000 – 199,000</b> Feature \$850 Focus \$750 Mention \$650 Including Client URL Add \$400	<b>Visitors/month 50,000 – 199,000</b> Feature \$1,700 Focus \$1,500 Mention \$1,300 Including Client URL Add \$400
<b>Visitors/month 200,000 – 499,000</b> Feature \$1,600 Focus \$1,400 Mention \$1,200 Including Client URL Add \$500	<b>Visitors/month 200,000 – 499,000</b> Feature \$3,200 Focus \$2,800 Mention \$2,400 Including Client URL Add \$500
<b>Visitors/month 500,000+</b> Feature \$2,100 Focus \$1,900 Mention \$1,700 Including Client URL Add \$600	<b>Visitors/month 500,000+</b> Feature \$4,200 Focus \$3,800 Mention \$3,400 Including Client URL Add \$600
Streaming Video for above Add 50%	Streaming Video for above Add 50%

## RADIO

### One Station

#### Market Ranking 1-5

Segment/Feature	\$750
Sound Byte/Brief Appearance	\$600

#### Market Ranking 6-15

Segment/Feature	\$600
Sound Byte/Brief Appearance	\$450

#### Market Ranking 16-50

Segment/Feature	\$450
Sound Byte/Brief Appearance	\$300

#### Market Ranking 51-210

Segment/Feature	\$400
Sound Byte/Brief Appearance	\$250

### Multiple Stations

#### 2-5 stations

Segment/Feature	\$600
Sound Byte/Brief Appearance	\$450

#### 6-24 stations

Segment/Feature	\$750
Sound Byte/Brief Appearance	\$600

#### 25 or more stations

Segment/Feature	\$1,100
Sound Byte/Brief Appearance	\$900

## AUDIO PODCAST

### To 14,999 downloads monthly

Feature	\$1,600
Focus Coverage	\$1,300
Mention	\$850

### 15,000-29,999 downloads monthly

Feature	\$2,700
Focus Coverage	\$2,400
Mention	\$2,000

### Over 30,000 downloads monthly

Feature	\$3,600
Focus Coverage	\$3,300
Mention	\$3,000

## NEWSWIRE SERVICES

Content produced or carried by wire services (AP, Reuters, etc.) are billed at \$3,000 plus one-half the standard placement fee for pick-ups by other media after the first 10 pickups (no additional charge for first 10 pickups).

### STORY PICKUPS

Re-publication of original placements in target media mutually agreed upon will be billed at one-half the standard placement fee.

### PRESS RELEASE PICKUPS

Press release announcements posted by media in addition to the distribution service are billed \$50 per pickup with a maximum of \$500.

## BLOGS

### to 999 unique visitors per month

Feature	\$500
Focus Coverage	\$400
Mention	\$300

### 1,000 to 4,999 unique visitors per month

Feature	\$1,000
Focus Coverage	\$800
Mention	\$650

### 5,000 to 19,999 unique visitors per month

Feature	\$2,000
Focus Coverage	\$1,500
Mention	\$1,200

### 20,000 or more unique visitors per month

Feature	\$3,000
Focus Coverage	\$2,250
Mention	\$2,000