



## Surf Guru Ad & Creative Rates

### Banner Ad Units

All Banner Ads require a minimum purchase of 15,000 impressions per month with a 3 month minimum campaign run.

<b>Leaderboard</b>	728x90	\$12 CPM
<b>Wide Skyscraper</b>	160x600	\$12 CPM
<b>Vertical Rectangle</b>	120x240	\$9 CPM
<b>Medium Rectangle</b>	300x250	\$15 CPM
<b>Mobile Banner</b>	320x50	\$35 CPM

### Other Ad Units

<b>Cam Pre-Roll</b>	480x350	\$30 CPM
<b>Mobile Cam Pre-Roll</b>	300x250	\$35 CPM
<b>Report Sponsor</b>	120x15	\$10 CPM
<b>Text Ads</b>		\$5 CPM
<b>Newsletter</b>	Text or Image	\$15 CPM

### Audio Ad Units

<b>Audio Plug</b>	10 seconds	\$10/day – 10 day min
<b>Audio Commercial</b>	30 seconds	\$20/day – 3 day min

### Ad Creative Production

<b>Static Banner Ad</b>	\$35.00
<b>Animated Banner Ad</b>	\$50.00
<b>Static Cam Pre-Roll</b>	\$35.00
<b>Animated Cam Pre-Roll</b>	\$65.00