

DIGITAL RATE CARD

STANDARD POSITIONS			
AD TYPE	SIZE- DESKTOP/MOBILE FLEX	DELIVERY METHOD	CPM
Leaderboard	728x90 / 320x50	ROS	Base Rate \$30
Box	300x250 / 300x250	ROS	Base Rate \$30

HIGH IMPACT POSITIONS			
AD TYPE	SIZE- DESKTOP/MOBILE FLEX	DELIVERY METHOD	CPM
Float Bar	1170x50 / 480x50	ROS	Base Rate \$40
Expanding Pencil	1170x50 to 300 / 480x50 to 250	ROS	Base Rate \$75
Adhesion Unit	300x600 / 160x600 / 728x90 / 320x100	Multi-Screen	Base Rate \$75
Reveal	1920x600 / 800x250	ROS	Base Rate \$100

PREMIUM POSITIONS			
AD TYPE	SIZE- DESKTOP/MOBILE FLEX	DELIVERY METHOD	CPM
Super Leaderboard	970x90 / 320x50	ROS	Base Rate \$50
Filmstrip	300x600 / 300x250	ROS	Base Rate \$50
Billboard	970x250 / 320x50	ROS	Base Rate \$75

ADDITIONAL SERVICES			
AD TYPE	SIZE	DELIVERY METHOD	CPM
Home Page Only		Home Page Only	Add to Base CPM \$10
Day-Parting		ROS	Add to Base CPM \$10
Geo-Targeting		ROS	Add to Base CPM \$10
Keyword-Targeting		ROS	Add to Base CPM \$10

For more information contact your sales rep at:
sales@iowafarmertoday.com or 800-475-6655

All rates net.
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