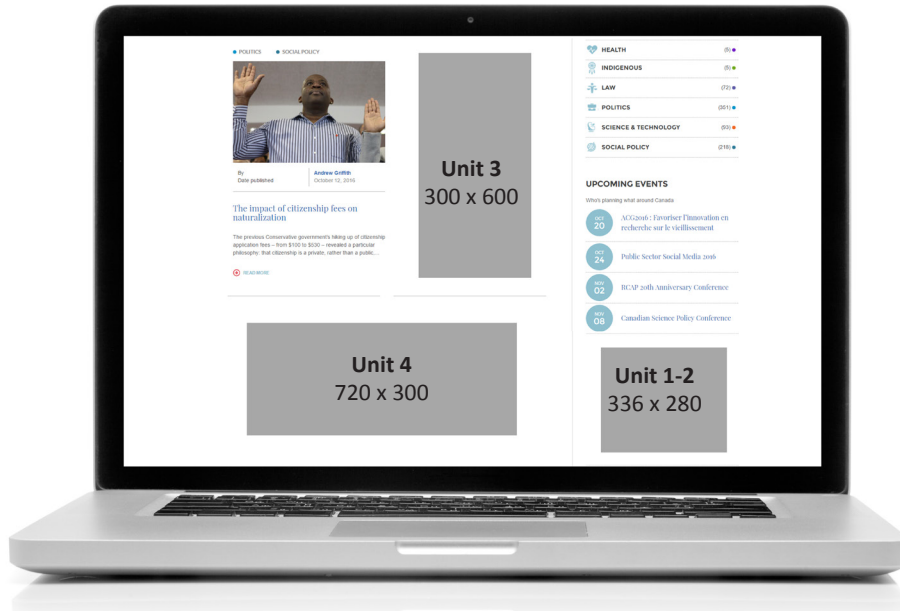


PAGE VIEWS

January 2016 vs. January 2017 **37,633 to 68,434 (82%↑)**



RATE CARD

Ad unit	Pixel size	Placement	Cost per 1,000 impressions (CPM)		
			Under 50k	50k to 100k	Over 100k
1	336 x 280	All website pages	\$36.00	\$34.00	\$32.00
2	336 x 280	All article/podcast/video pages	\$35.00	\$33.00	\$31.00
3	300 x 600	Home page only	\$32.00	\$30.00	\$28.00
4	720 x 300	Home or hot topics pages	\$31.00	\$29.00	\$27.00

TECHNICAL REQUIREMENTS

Format	Requirements
Static	GIF, JPG, PNG; max file size: 150kb
GIF animation	Max file size: 150kb
Flash animation	Max file size: 150kb; Please provide a GIF or JPG backup for non-flash enabled devices
Link destination	Include ad link destination in insertion instructions

Note: All rich media must be served by a third party.

TO DISCUSS THE OPTIONS

please contact Suzanne Ostiguy McIntyre at smcintyre@irpp.org or call 514-787-0740.