

Standard advertisement types booked as	Type	Dimensions	Formats	Max file size	CPM Run of Site	CPM Channel Specific
	Banners	468 x 60	Gif or Flash	37k	£22	£25
	Leaderboard	728 x 90	Gif or Flash	37k	£35	£40
	Sky	120 x 600	Gif or Flash	37k	£24	£28
	MPU	300 x 250	Gif or Flash	37k	£45	£52
	Button	120 x 62	Gif or Flash	37k	£17	£20
Non-standard advertisement types	Expandables		Price on Application			
	Overlays		Price on Application			
	Wallpapers		Price on Application			
	Microsites		Price on Application			
	Advertorials		Price on Application			
	Competitions		Price on Application			
	Sponsorships		Price on Application			

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