

We have the highest volume of traffic on the Central Coast!

Monthly Page Views: 2,578,596

Monthly Unique Visitors: 291,541

Pricing For Run of Site

Excluding HomeFinder

Product Positions	Cost Per Thousand Impressions*
Bottom Leaderboard	\$13 CPM
Top Leaderboard	\$14 CPM
Skyscraper	\$16 CPM
Block Ad	\$18 CPM

Pricing For HomeFinder

HomeFinder
July 1, 2008 -
Sept. 30, 2008

Product Positions	HomeFinder July 1, 2008 - Sept. 30, 2008
Top Leaderboard (1 of 6)	\$250/month
Top Tile (1 of 4)	\$175/month
Featured Broker	\$150/month
Featured Agent	\$99/month

Sponsorship Positions

Unlimited Impressions

Product Positions	Rotation Tile 4 & 5 (1 of 4)	Rotation Tile 1 (1 of 4)
Sub-Channel (2+ clicks)	\$215/month	\$280/month
Channel (1 click)	\$312/month	\$403/month
Home Page	\$569/month	\$694/month

The screenshot shows the Santa Cruz Sentinel website interface. At the top, there is a 'TOP LEADERBOARD (728X90)' and a 'ROTATING TILE = 1 (160X90)'. Below the navigation bar, there is a 'BLOCK AD (300X250)' with the text 'Remains top of page on front of sections & embedded in story on article pages'. To the right, there are 'ROTATING TILE = 4 (160X90)' and 'ROTATING TILE = 5 (160X90)' ads, along with a 'SKY (160X600)' ad. A 'FOLD' line is indicated across the middle of the page. Below the fold, the text 'CONTENT SCALED TO SIZE' is prominently displayed. At the bottom, there is a 'BOTTOM LEADERBOARD (728X90)'. The page also features a 'THINGS TO DO' section, a 'Market update' section with a line graph, and a 'Most Viewed' list of articles.

New Media Solutions

Rates Effective June 1, 2008

Santa Cruz Sentinel
www.santacruzsentinel.com

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Roadblock

Roadblocks may only be purchased by advertisers spending an overall minimum of \$1,000/month online.

Home Page Skyscraper 1 Day Only	\$650
Home Page Skyscraper 1 Day, 3-hour block	\$325
Channel Front Skyscraper & Leaderboard 1 Day Only	\$325
Sub-Channel Front Skyscraper & Leaderboard 1 Day Only	\$275

"Sponsored By"

In-Line Header Sponsorship

Article Sponsorship	\$250/2 weeks
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Santa Cruz Live

www.SantaCruzLive.com
Santa Cruz's Premier Entertainment Site

Tile (1 of 4)	\$199/month
Leaderboard	\$13 CPM
Block Ad	\$16 CPM

In-House Creatives

Static Creative One Time Set-up Fee	\$75
Animated Creative One Time Set-up Fee	\$150

Featured Links

Single Text Link	\$50/month
2-4 Text Links	\$40 each/month
5-9 Text Links	\$32 each/month
10-15 Text Links	\$24 each/month
16+ Text Links	\$16 each/month

Homescape Broker Packages

1-4 Offices	\$250/month
5-14 Offices	\$200/month
15-24 Offices	\$150/month
25+ Offices	\$125/month

Miscellaneous

Channel Pop-Under 2 Weeks Only	\$439
Home Page Pop-Under 2 Weeks Only	\$727
Home Page Post It Note 1 Day Only	\$400



CPM: Cost per 1,000 impressions

Impression: The number of times a page is downloaded (and presumably seen) by users

Dayparting: Running your ad during specified time slots.

ROS: Run of Site

ROC: Run of Channel

For more information or to place an ad online, please call Taylour Nevis 831.429.2405