

RATE CARD

| OPPORTUNITY | UNIT | NET CPM | DETAILS |
|--|--|--------------------|--|
| DISPLAY ADVERTISING: RUN OF NETWORK | | | |
| CARP.ca, 50Plus.com, Zoomermag.com, ZoomerRadio.ca, Classical963fm.com and Zoomers.ca | 728x90 Leader Board 300x250 Big Box 160x600 Skyscraper | \$30.00 | Run of Site or Section Specific available upon request. Premiums may apply. |
| UNIQUE EXPOSURE ON 50PLUS.COM | | | |
| Advertorial* Advertising Feature articles that include up to 700 words, photo, logo and referring link | Linked Text – Headline and introduction paragraph with preview thumbnail | \$50.00 | |
| • Tile ads • Section Sponsorship ads | 300x100 Tiles 180x60 Tiles | Quoted | Minimum of 6 months participation. Custom sizes available. |
| E-NEWSLETTERS | | | |
| 50Plus: Health – 30,000 opt-ins Travel – 29,000 opt-ins Money – 26,000 opt-ins Lifestyle – 29,000 opt-ins | Advertorial 468x60 Banner 160x600 Skyscraper | \$78.00 \$65.00 | Issued weekly – topics rotate 2x month |
| 50Plus Hotmail E-Newsletters Health/Travel/Money/Lifestyle – 65,000 opt-ins | Advertorial 468x60 Banner 160x600 Skyscraper | \$78.00 \$65.00 | Issued on Saturday – topics rotate |
| CARP Health – 55,000 opt-ins CARP Savings – 55,000 opt-ins | Advertorial 468x60 Banner 160x600 Skyscraper | \$78.00 \$65.00 | Issued monthly |
| Classical Notes E-Newsletter – 17,500 opt-ins | 468x60 Banner | \$65.00 | Issued bi-weekly |
| Zoomer Magazine – 7,000 opt-ins | Advertorial 468x60 Banner 160x600 Skyscraper | \$78.00 \$65.00 | Issued weekly |
| DIRECT EMAIL BLASTS* | | | |
| Your custom message delivered to a bunch of Zoomers who said, “Sure, send it to me!” | HTML file direct to subscriber’s inbox | \$125.00 | 100,000 names available. 39,000 names available for segmentation (including regional and demographic targeting) through the <i>Zoomer Promotions List</i> (minimum 5,000). |
| VIDEO | | | |
| CARP.ca, 50Plus.com, Zoomermag.com, ZoomerRadio.ca, Classical963fm.com and Zoomers.ca | Pre-Roll Mid-Roll Overlays In-Banner | \$50.00 | Rates are for supplied 15 second ad spots. |

* Indicates client supplied content

NOTES: (1) Webisode, Sponsorship and Custom Execution rates available upon request on a per project basis. (2) Opt-ins subject to change. Please inquire at the time of booking.