



## Impack North: Cost per Impack

(10M page views per month) 3-month minimum

LEADERBOARD				
ImPacks per month	Cost per month (3-month minimum)	6-month contract (5% discount)	9-month contract (10% discount)	12-month contract (20% discount)
1	\$450.00	\$427.50	\$405.00	\$360.00
2 to 4	\$405.00	\$384.75	\$364.50	\$324.00
5 to 12	\$344.25	\$327.04	\$309.83	\$275.40
13 to 20	\$275.40	\$261.63	\$247.86	\$220.32
21+	\$206.55	\$196.22	\$185.90	\$165.24

FULL BANNER				
ImPacks per month	Cost per month (3-month minimum)	6-month contract (5% discount)	9-month contract (10% discount)	12-month contract (20% discount)
1	\$300.00	\$285.00	\$270.00	\$240.00
2 to 4	\$270.00	\$256.50	\$243.00	\$216.00
5 to 12	\$229.50	\$218.03	\$206.55	\$183.60
13 to 20	\$183.60	\$174.42	\$165.24	\$146.88
21+	\$137.70	\$130.82	\$123.93	\$110.16

HALF BANNER				
ImPacks per month	Cost per month (3-month minimum)	6-month contract (5% discount)	9-month contract (10% discount)	12-month contract (20% discount)
1	\$150.00	\$142.50	\$135.00	\$120.00
2 to 4	\$135.00	\$128.25	\$121.50	\$108.00
5 to 12	\$114.75	\$109.01	\$103.28	\$91.80
13 to 20	\$91.80	\$87.21	\$82.62	\$73.44
21+	\$68.85	\$65.41	\$61.97	\$55.08