

CollegePlaylists.com Advertising Rate Sheet

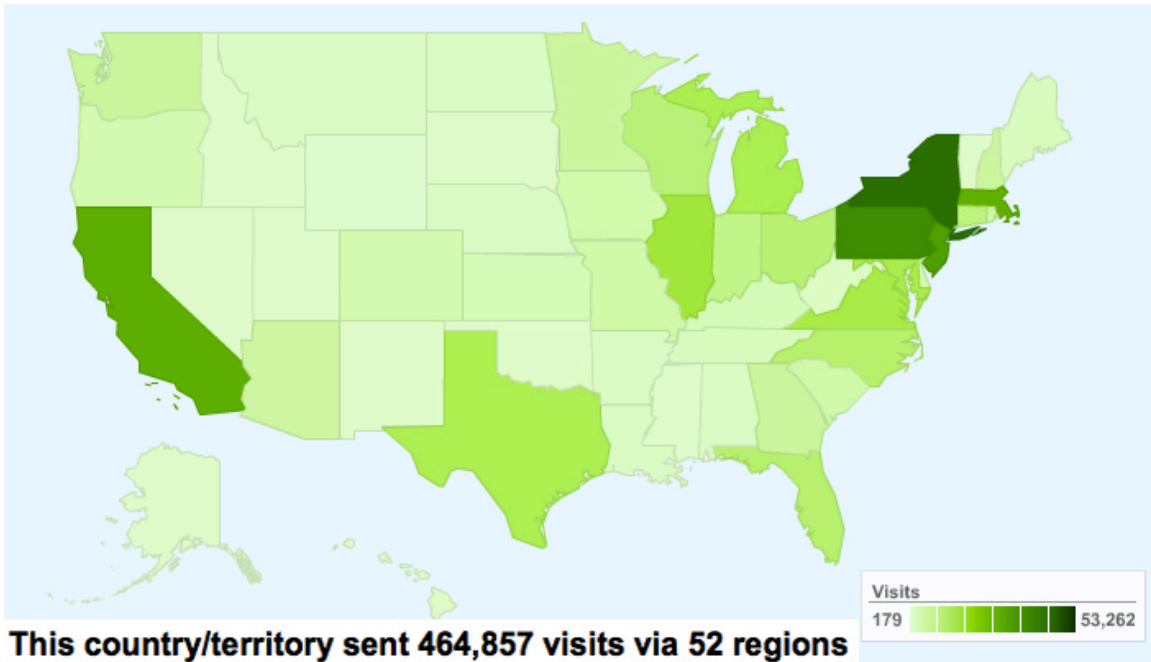
CollegePlaylists.com offers a variety of exciting, targeted advertising opportunities. We have a variety of web banners and web button placements on our web pages. These advertisements can be shown across the entire site, or just on certain specified pages.

CollegePlaylists.com Website Statistics

CollegePlaylists.com receives monthly averages of 18,427 unique visitors, 49,295 visits, and 102,312 page views. From 4/17/10 - 4/17/11, we have had peaks of 21,799 unique visitors and 55,248 visits in one month. In this same date range, we have logged over 155,301 unique visitors, 492,592 visits, and 1,052,624 page views.

Our visitors spend an average time of 3 minutes and 17 seconds on our site, and view 2.13 pages per visit on average.

Geographical Breakdown



Banner Ads

We support many different advertisement sizes, including 728 x 90px, 250 x 250px, and 300 x 250px. Custom sizes may be available upon request.

Both .jpeg and .gif files are accepted; including animated or interlaced banners with JavaScript or HTML.

We charge \$10 CPM (Cost Per Thousand Impression) for advertisements appearing on the entire site, and \$15 CPM for advertisements appearing on specific pages.

What is CPM?

Abbreviated as CPM (the letter "M" in the abbreviation is the Roman numeral for one thousand). CPM is used by Internet marketers to price ad banners. Sites that sell advertising will guarantee an advertiser a certain number of impressions (number of times an ad banner is downloaded and presumably seen by visitors.), then set a rate based on that guarantee times the CPM rate. A Web site that has a CPM rate of \$25 and guarantees advertisers 600,000 impressions will charge \$15,000 ($\25×600) for those advertisers' ad banner. You can purchase preset amounts at a rate you can afford, allowing you flexibility within your budget.

Contact

To purchase advertisement space on our website, or to find out more information, please contact us at advertising@collegeplaylists.com.