

RATE CARD

| OPPORTUNITY | UNIT | NET CPM | DETAILS |
|--|--|----------------------|---|
| DISPLAY ADVERTISING: RUN OF NETWORK | | | |
| 50Plus.com Zoomermag.com CARP.ca Zoomers.ca ZoomerSingles.com Classical963fm.com ZoomerRadio.ca VisionTV.ca TheBrandNewOne.com JoyTV.ca | 728 x 90 Leaderboard 300 x 250 Big Box 160 x 600 Skyscraper | \$30 | Run of Site, Geo-Targeting & Section Specific available upon request. Premiums may apply. |
| UNIQUE EXPOSURE ON 50PLUS.COM | | | |
| Advertorial - advertising features that include up to 700 words, images and referring links | Linked Text - Headline and introduction paragraph with preview thumbnail | \$50 | Copy & Images provided by advertiser with design and production by ZoomerMedia |
| Section Sponsorship | 300 x 100 Tile | Quoted | Custom available upon request |
| Article Sponsorship | 180 x 60 Tile | | |
| E-NEWSLETTERS | | | |
| 50Plus Health (28,000 Opt-ins) | Advertorial | \$78 | Issued Weekly with each topic available Bi-weekly (Fun Friday available weekly) |
| 50Plus Lifestyle (28,000 Opt-ins) | 468 x 60 Half Leaderboard | \$65 | |
| 50Plus Travel (27,000 Opt-ins) | 160 x 600 Skyscraper | | |
| 50Plus Money (24,000 Opt-ins) | 140 x 300 Small Skyscraper | | |
| 50Plus Fun Friday (17,000 Opt-ins) | | | |
| CARP Health (75,000 Opt-ins) | Advertorial | \$78 | Issued Monthly. *CARP Savings Advertorial must be offer/savings based. |
| CARP Savings* (70,000 Opt-ins) | 468 x 60 Half Leaderboard | \$65 | |
| CARP Lifestyle (73,000 Opt-ins) | 160 x 600 Skyscraper | | |
| CARP Survey (76,000 Opt-ins) | HTML Survey | \$10,000 Flat | Non-branded for research purposes. Participation includes the ability to quote and publish "CARP database" statistics |
| ZOOMER® Magazine (41,000 Opt-ins) | Advertorial | \$78 | Issued Weekly |
| | 468 x 60 Half Leaderboard 160 x 600 Skyscraper | \$65 | |
| Classical Notes (23,000 Opt-ins) | 468 x 60 Half Leaderboard | \$65 | Issued Monthly |
| VISION TV (12,000 Opt-ins) | 468 x 60 Half Leaderboard | \$65 | Issued Monthly |
| DIRECT EMAIL BLASTS | | | |
| Zoomer® Promotions (43,000 Opt-ins) | HTML file direct to subscriber's inbox (client provided) | \$125 | Limited to 3 blasts per week. Can be purchased regionally at a minimum of 8,000 names. 15% premium to personalize. |
| CARP Promotions (76,000 Opt-ins) | | | Limited to 2 blasts per month. 15% premium to personalize. |
| Zoomer® Magazine (50,000 Opt-ins) | | | |
| OTHER | | | |
| 15-Sec Pre Roll | Video pre-roll prior to content on our network of sites serving video content. Unit: 15-sec video pre roll | \$50 | Up to 30-seconds maximum available. |

Note: Opt-ins subject to change. Please inquire at time of booking.