

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)	728 x 90 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)	728 x 90 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
	728 x 90 Leaderboard	\$65	
	160 x 600 Skyscraper		
Classical Notes (23,000 Opt-ins)	468 x 60 Half Leaderboard	\$65	Issued Monthly
VisionTV (12,000 Opt-ins)	728 x 90 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.

Opt-ins subject to change. CARP e-newsletters and e-blasts may be limited to CARP affinity partners only. Please inquire at the time of booking.