

► PRICING – Online and Custom Marketing Opportunities

| RETAIL NET PRICING | | | | |
|----------------------------------------------|------------------------------------------------------------------|-------------------------------------------------------------|-------------------------------------------------------------|-------------------------------------------------------------|
| PRODUCT/PROGRAM | CHIEF MARKETER | DIRECT | MCM | PROMO |
| Web Leaderboard | \$65 net per thousand | \$50 net per thousand | \$50 net per thousand | \$50 net per thousand |
| Web Boom Box | \$68 net per thousand | \$52 net per thousand | \$52 net per thousand | \$52 net per thousand |
| Web "One-Stop" Sponsorship | \$950 net flat rate per month | \$950 net flat rate per month | \$950 net flat rate per month | \$950 net flat rate per month |
| Web "Community" Sponsorship | All four sites / Run of Network \$6,500 net per four week period | | | |
| Web Introstitial | \$4,500 net per four week period | \$4,650 net per four week period | \$5,250 net per four week period | \$7,650 net per four week period |
| Web "Polling" Sponsorship | \$500 net flat per month | \$500 net flat per month | \$500 net flat per month | \$500 net flat per month |
| Web 'Ask the Expert' | \$2,500 net per month, 3 month minimum | \$2,500 net per month, 3 month minimum | \$2,500 net per month, 3 month minimum | \$2,500 net per month, 3 month minimum |
| Web Buyers Guide Category Sponsorship | N/A | \$4,750 net for 12 months | \$4,750 net for 12 months | \$4,750 net for 12 months |
| Web Clickability Sponsorship | \$1,650 net per month | \$1,500 net per month | \$1,500 net per month | \$1,500 net per month |
| Web JOBzone | \$495 net website only/ \$875 net website & e-newsletter | \$495 net website only/ \$875 net website & e-newsletter | \$495 net website only/ \$875 net website & e-newsletter | \$495 net website only/ \$875 net website & e-newsletter |
| Web ListFinder 2.0 | N/A | Starts at \$1,000 net per month with 3 month min. | Starts at \$1,000 net per month with 3 month min. | N/A |
| Web Editorial Podcast Sponsorship | \$4,500 net per edition | \$4,500 net per edition | \$4,500 net per edition | \$4,500 net per edition |
| Web Editorial Video Sponsorship | \$7,500 net per edition | \$7,500 net per edition | \$7,500 net per edition | \$7,500 net per edition |
| Web Pop-Quiz | \$9,500 net | \$8,500 net | \$8,500 net | \$8,500 net |
| Web Site Takeover | All four sites / Run of Network \$7,500 net per four week period | | | |
| Editorial E-Newsletter Sponsorship | Varies by e-Newsletter & Positioning | Varies by e-Newsletter & Positioning | Varies by e-Newsletter & Positioning | Varies by e-Newsletter & Positioning |
| E-Postcard | \$6,500 net | \$5,500 net | \$5,500 net | \$5,500 net |
| Digital eZine Edition Sponsorship | \$2,500 net per edition | \$1,750 net per edition | \$1,750 net per edition | \$1,750 net per edition |
| Editorial E-Special Reports Sponsorship | \$8,500 net | \$7,500 net | \$7,500 net | \$7,500 net |
| Supplied White Paper Co-op Marketing Program | \$1,750 net | \$1,500 net | \$1,500 net | \$1,500 net |
| Supplied White Paper Marketing Program | \$7,500 net | \$6,500 net | \$6,500 net | \$6,500 net |
| Tools of the Trade E-Report | \$7,500 net | \$6,500 net | \$6,500 net | \$6,500 net |
| Webinar – Customer Content | \$17,500 net | \$15,500 net | \$15,500 net | \$15,500 net |
| Webinar – Editorial Sponsorship | \$20,800 net | \$18,800 net | \$18,800 net | \$18,800 net |
| Sponsored Editorial Research | Custom Pricing | Introductory Rate \$6,750 net | Introductory Rate \$6,750 net | Custom Pricing |
| Custom Market SnapShot Research | \$7,500 net | \$6,500 net | \$6,500 net | \$6,500 net |
| Custom Content/Branded E-Newsletter | Custom Pricing | Custom Pricing | Custom Pricing | Custom Pricing |
| Custom Research | Custom Pricing | Custom Pricing | Custom Pricing | Custom Pricing |