



europe.streamingmedia.com – online rate card

ALL PRICES EXCLUDE VAT. (CPM = cost-per-1000-views)

AD SIZE	LOCATION (ROS)	MINIMUM PER MONTH	CPM COST €	CPM COST £
640 x 480 200K	Welcome Screen Splash Ad	10,000 impressions	84	75
300 x 250	home & in articles (rich media)	20,000 impressions	78	70
728 x 90	top position (leader board)	20,000 impressions	60	55
468 x 60	top position	20,000 impressions	40	35
160 x 600	right side position	20,000 impressions	55	50
Text Ads	inside articles	5,000 impressions	40	45
Sponsored Links	bottom of each page	Run-of-site	390	350

SPONSORED ARTICLES

Post your sponsored article on StreamingMedia.com for **€1,370/£995**.

Length of article is not limited but range is suggested at 700–1,500 words. Video and images can be included. Editorial will provide edits and approve proposed article copy.

STREAMING MEDIA XTRA NEWSLETTERS

SM Xtra (focus: N America, circ 38k)	€	£
1st position (top of the email)	1,000	900
2nd position (below 1st position)	715	600
SM Europe Xtra (focus: Europe, circ 15k)	€	£
1st position (top of the email)	660	575
2nd position (below 1st position)	480	420

Streaming Media Xtra Sponsorships are sold on a first to book basis.

STREAMING MEDIA BULLETINS

	€	£
SM Bulletin (focus: N America, circ 42k)	2,400	2,100
SM Europe Bulletin (focus: Europe, circ 15k)	1,200	1,050
SM Combined Bulletin (circ 52K)	2,950	2,650

STATIC 300 X 100 TILE

Cost per Month	€	£
EU Site	600	550
US Site	1,080	950
Both Sites	1,440	1,300

BLOGS

CPM Based Ad Spots	€	£
300 x 250	80	70
728 x 90	60	55
120 x 600	55	50
Monthly Sponsorship Spot	€	£
100 x 300 Static Sponsorship Placement	1,150	1,050

ALL
CPM-BASED
BANNERS CAN BE
GEOTARGETED
FOR NO EXTRA
COST!

For information about sponsorship and exhibiting opportunities at Streaming Forum, please see separate Invitation to Exhibit.
Content of this media kit correct at time of going to press but will be updated from time to time – please check web site for latest information.