



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	70
300 x 250	home & in articles (rich media)	20,000 impressions	78	65
728 x 90	top position (leader board)	20,000 impressions	60	50
468 x 60	top position	20,000 impressions	30	25
160 x 600	right side position	20,000 impressions	54	45
Text Ads	inside articles	5,000 impressions	42	35
Sponsored Links	bottom of each page	Run-of-site	390	325

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	850
2nd position (below 1st position)	715	595
SM Europe Xtra (focus: Europe, circ 15k)	€	£
1st position (top of the email)	660	549
2nd position (below 1st position)	480	399

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

STREAMING MEDIA BULLETINS

	€	£
SM Bulletin (focus: N America, circ 42k)	2,400	1,995
SM Europe Bulletin (focus: Europe, circ 15k)	1,200	995
SM Combined Bulletin (circ 52K)	2,950	2,450

STATIC 300 X 100 TILE

Cost per Month	€	£
EU Site	600	500
US Site	1,080	900
Both Sites	1,440	1,200

BLOGS

CPM Based Ad Spots	€	£
300 x 250	80	65
728 x 90	60	50
120 x 600	54	45
Monthly Sponsorship Spot	€	£
100 x 300 Static Sponsorship Placement	1,150	970

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.