



Advertising Rates 2011

The AllWalesSport website was launched on January 17th 2011 and has grown substantially in pageviews and unique visitors since.

| | Page Views | Unique Visits |
|-----------------|------------|---------------|
| Jan 2011 | 116,217 | 7,637 |
| Feb 2011 | 241,047 | 13,217 |
| Mar 2011 | 291,856 | 15,932 |
| Apr 2011 | 432,701 | 21,369 |

Terminology for the following costs

impressions – pageviews per advert

cpm – cost per mile, i.e. cost per 1,000 impressions (pageviews)

Top Banner – 468px wide x 90px high

From **£4.00 cpm**

Minimum purchase 30,000 impressions per month (with additional purchases in blocks of 10,000)

| 1 Month | 3 Months | 6 Months | 12 Months |
|-----------|-----------|-----------|-----------|
| £5.00 cpm | £4.80 cpm | £4.50 cpm | £4.00 cpm |

at the minimum order of 30,000 impression the costs would be

| 1 Month | 3 Months | 6 Months | 12 Months |
|---------|----------|----------|-----------|
| £150 | £432 | £810 | £1440 |

Sidebar Adverts – 160px wide x 190px high

From **£2.50 cpm**

Minimum purchase 20,000 impressions per month (with additional purchases in blocks of 5,000)

| 1 Month | 3 Months | 6 Months | 12 Months |
|-----------|-----------|-----------|-----------|
| £3.10 cpm | £3.00 cpm | £3.80 cpm | £2.50 cpm |

at the minimum order of 20,000 impression the costs would be

| 1 Month | 3 Months | 6 Months | 12 Months |
|---------|----------|----------|-----------|
| £62 | £180 | £336 | £600 |