

Summary of Advertising Rates - 2008

AD SIZE	SECTION	CPM
DAILY DIGEST SPONSOR SKYSCRAPER AD	Newsletter	\$95
EXPANDABLE BUTTON	Arts & Entertainment	\$18
	Bars & Clubs	\$18
	Blogs	\$18
	Dining	\$18
	Event Calendar	\$18
	Front Page	\$18
	Marketplace	\$18
	Milwaukee Buzz	\$18
	Movies	\$18
	Music	\$18
	Politics	\$18
	Sports	\$18
	Traffic & Weather	\$18
	Visitors Guide	\$18
	Wedding	\$18
EXPANDABLE MASTHEAD	Arts & Entertainment Home	\$38
	Bars & Clubs Home	\$38
	Dining Home	\$38
	Front Page	\$40
	Kids & Family Home	\$38
	Marketplace Home	\$38
	Milwaukee Buzz Home	\$38
	Music Home	\$38
	Politics	\$38
	Sports Home	\$38
	Visitors Guide Home	\$38
	Wedding	\$38
	LEADERBOARD AD	Arts & Entertainment
Bars & Clubs		\$37
Blogs & Briefs		\$35
Classifieds. Apts, Real Estate		\$37
Classifieds. Auto		\$37
Classifieds. Personals		\$37
Dining Section		\$37
Event Calendar		\$37
Front Page		\$40
Kids & Family		\$37
Marketplace		\$37
Milwaukee Buzz		\$37
Movies		\$37
Music		\$37
Politics		\$37
Run of Site		\$29
Sports		\$37
Traffic & Weather		\$37
Visitors Guide		\$37
Wedding		\$37

AD SIZE	SECTION	CPM
POP UNDER	All Site	\$32
	All Site (Freq Cap 1x per user per day)	\$32
	Front page	\$32
	Front page (Freq Cap 1x per user per day)	\$32
	Bars & Clubs	\$18
	Blogs	\$18
	Dining	\$18
	Event Calendar	\$18
	Kids & Family	\$18
	Marketplace	\$18
	Milwaukee Buzz	\$18
	Movies	\$18
	Music	\$18
	Politics	\$18
	Sports	\$18
	Traffic & Weather	\$18
	Visitors Guide	\$18
Wedding	\$18	
RECTANGLE AD	Arts & Entertainment	\$35
	Bars & Clubs	\$35
	Blogs	\$35
	Dining	\$35
	Front Page	\$38
	Kids & Family	\$35
	Marketplace	\$35
	Milwaukee Buzz	\$35
	Movies	\$35
	Music	\$35
	Politics	\$35
	Run of Site	\$23
	Sports	\$35
	Visitors Guide	\$35
	Wedding	\$35
SKYSCRAPER AD	Classifieds. Apts/Real Estate	\$35
	Classifieds. Auto	\$35
	Classifieds. Jobs	\$35
	Run of Site	\$23
SPONSOR BUTTON	Arts & Entertainment	\$14
	Bars & Clubs	\$14
	Blogs	\$14
	Dining	\$14
	Event Calendar	\$14
	Kids & Family	\$14
	Marketplace	\$14
	Milwaukee Buzz	\$14
	Movies	\$14
	Music	\$14
	Politics	\$14
	Sports	\$14
	Traffic & Weather	\$14
	Visitors Guide	\$14
	Wedding	\$14

AD SIZE	SECTION	CPM
SPORTS DIGEST SPONSOR SKYSCRAPER AD	Newsletter	\$95
	Arts & Entertainment	\$27
TILE STAMP	Bars & Clubs	\$27
	Dining	\$27
	Front Page	\$29
	Kids & Family	\$27
	Marketplace	\$27
	Milwaukee Buzz	\$27
	Music	\$27
	Sports	\$27
	Visitors Guide	\$27
	Blogs	\$27
	Events	\$27
	Movies	\$27
	Politics	\$27
	Traffic & Weather	\$27
	Wedding	\$27
	TOP CLICKS SPONSORSHIP	Arts & Entertainment
Bars & Clubs		\$34
Blogs		\$34
Dining		\$34
Events		\$34
Front Page		\$34
Kids & Family		\$34
Marketplace		\$36
Milwaukee Buzz		\$34
Movies		\$34
Music		\$34
Politics		\$34
Run of Site		\$34
Sports		\$34
Traffic & Weather		\$34
Visitors Guide		\$34
Wedding	\$34	
WEEKEND PREVIEW TEXT AD	Newsletter	\$75