



THE MEDIABEAST

ONLINE RATE CARD

*All contracted budgets for all products including promised impressions will be rolledover to the next month if not fully delivered within the contracted time frame.

* All turn around times start once materials are gathered. Not when contract is signed. Make sure client is aware and we are not accountable if they are slow to get materialsfor builds.

Display

IP List - \$900 per list Minimum Order 50,000			
*CRM Targeting Requirements to run program - First/Last Name, Address, Email.			
GPS Targeting	Rate (CPM)	Vendor	Set Up Fee
GeoFencing	\$3.50	MMB	
Event Fencing	\$3.50	MMB	
Waze GPS	\$3.50	MMB	\$100
Addressable GeoFencing	\$3.50	MMB	
Display (Standard)	Rate (CPM)	Vendor	
Site Retargeting	\$3.50	MMB	
Category Contextual	\$3.50	MMB	
Search/Keyword	\$3.50	MMB	
Dynamic	\$3.50	MMB	
Native	\$3.50	MMB	
Search Retargeting	\$3.50	MMB	
Addressable IP Targeting	\$8.50	MMB	
CRM Targeting	\$3.50	MMB	

Video

*All video production must be provided by the client. Premium PreRoll must be approved.			
Video	Rate	Vendor	Source
YouTube	\$15 CPM	MMB	YouTube
Facebook	15% Mgmt Fee	MMB	Facebook
PreRoll (Non YouTube)	\$5.50 CPM	MMB	Google/Simpli.fi
PreRoll Premium IP Targeting	\$12 CPM	MMB	Simpli.fi/Google ?
TruView	15% Mgmt Fee	MMB	Google
CTV/OTT	\$32 CPM	MMB	Simpli.fi

WebSite

Website	Rate	Turn Around	Vendor
Landing Page	\$250	30 Days	MMB
Responsive Up To 10 Pages	\$1,500	60 Days	MMB
Responsive Up To 20 Pages	\$3,000	60 days	MMB
Responsive Over 20 Pages	\$6,000+	60 days	MMB
E-Commerce	Custom	60 days	MMB

Live Chat

Live Chat	Rate (*Net)	Includes	Vendor
Live Chat Starter Pack	\$250	includes up to 20 chats per month	MMB
Live Chat Pro	\$400	includes up to 50 chats per month	MMB

Search Engine Marketing

*Set Up Fee is required if Bing and Yahoo will be used.			
*Minimums can be adjusted if multiple products are being used. Order Minimum \$2,000			
PPC/SEM	Rate	Vendor	Set Up Fee
Google	15% Mgmt Fee	MMB	na
Bing	15% Mgmt Fee	MMB	na
Yahoo	15% Mgmt Fee	MMB	na
Shopping	Rate	Vendor	Set Up Fee
Amazon	15% Mgmt Fee	MMB	na
Google Shopping	15% Mgmt Fee	MMB	na

SEO

*All SEO accounts must be approved.			
*All SEO Contracts are 13 months. Month 1 is Set Up; Month 2-13 Program execution			
*Prof of Performance must have a location tied to each keyword/phrase			
*SEO Dashboards go live 30 days after Set Up starts.			
*Prof of Performance is based on 3 months. Factors will be built around rank movement			
SEO	Rate	Vendor	Source
1-15 Keywords/Phrases	\$900	MMB	na
Upto 25 Keywords/Phrases	\$1,200	MMB	na
Upto 40 Keywords/Phrases	\$1,800	MMB	na

Email

*All presale info requires up to 3 days if we are building custom marketing list.			
*Custom Marketing list Example: Demo, Credit Score, Income, ETC...			
*Mail Matchback includes: mailing address to all emails from data sample.			
*Custom program builds include: Eblast, Targeting data, retargeting, and mail matchback.			
Email	Rate	Vendor	Source
Standard Eblast	\$12 CPM	MMB	?
Retargeting Opens	\$3.50 CPM	MMB	Simpli.fi
Mail Match Back	\$100	MMB	?
Email Creation	\$200	Adams	Adams

Social Media

Full Service Posting: Includes Facebook and Instagram			
Social Media	Rate	Vendor	Source
Facebook/Instagram	15% Mgmt Fee	MMB	FB
LinkedIn	15% Mgmt Fee	MMB	LinkedIn
Yelp	15% Mgmt Fee	MMB	Yelp
Twitter	15% Mgmt Fee	MMB	Twitter