



## Online Rates

### Creative

Mega skyscraper

MPU

Leaderboard

1 x 1 delivered\*

\* e.g. overlays, pop-ups, toast ads

### Rates

\$18 cpm

\$20 cpm

\$16 cpm

\$27 cpm

### New Scientist email newsletter

#### Creative

Banner

Skyscraper

#### Rates

\$80 cpm

\$80 cpm

### Custom opportunities

(price on application)

- webinars
- vodcasts
- microsites or customized channels
- poll sponsorship/research
- sponsored competitions
- client content hosting
- homepage takeovers

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