

# Product Baselines

October 2006

# Product Baselines – FULL SITE ROADBLOCKS

\* Note these impressions are US only across the entire site, and represent a running average.

Product	Average Totals per Day	CPM	CPM Rate	Floor CPM	Floor Rate
<b>FULL SITE ROADBLOCK (ONE DAY)</b>					
PVA	6,500,000	\$15	\$97,000	\$12	\$78,000
Standard Ad Units 728x90, 160x600	120,000,000	\$8	\$960,000	\$5	\$600,000

Source: DoubleClick 2006

Product	Average Totals per Day, per Hour	CPM	CPM Rate	Floor CPM	Floor Rate
<b>JUST IAB AD UNITS</b>					
Standard Ad Units 728x90, 160x600	5,000,000	\$8	\$40,000	\$5	\$25,000

Source: DoubleClick 2006

Premiums should be added for Roadblock + additional targeting (Day part, Geo, etc)

A "One Day Full Site" Roadblock per week = Potential high earnings in 2007 @ \$55 Million