



LEADERBOARD

728 pixels wide by 90 pixels high

\$50 CPM

(cost per thousand views)

\$3,500 minimum

SKYSCRAPER

120 pixels wide by 600 pixels high

\$40 CPM

\$2,800 minimum

RECTANGLE

300 pixels wide by 250 pixels high

\$25 CPM

\$1,750 minimum

2 UNIT ANCHOR

120 pixels wide by 200 pixels high

\$20 CPM

\$1,400 minimum

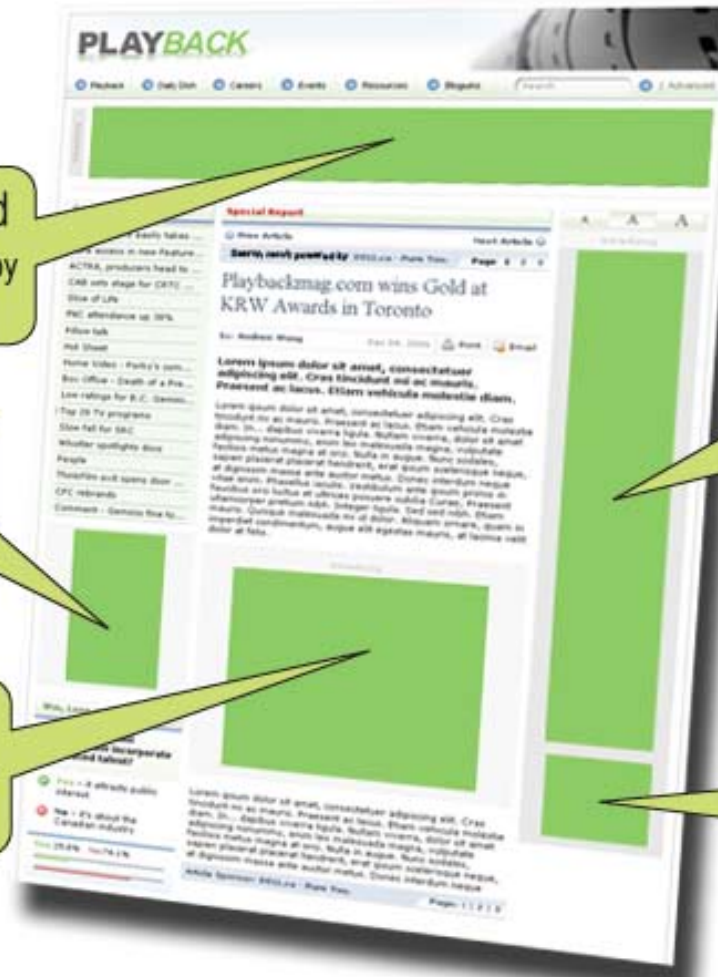
1 UNIT ANCHOR

120 pixels wide by 100 pixels high

\$15 CPM

\$1,050 minimum

Playbackonline.ca also offers the full range of specialized advertising opportunities that make the web a dynamic place to advertise. Contact a *Playback* sales rep with whatever you can imagine, because we can make it happen.



Leaderboard
728 pixels wide by
90 pixels high

2-Unit Anchor
120 pixels wide by
200 pixels high

Rectangle
300 pixels wide by
250 pixels high

Skyscraper
120 pixels wide by
600 pixels high

Not available
on home page

1-Unit Anchor
120 pixels wide by
100 pixels high