

Total Outdoor Network, Inc. Advertising Rate Card



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Big Buy Rates

Banner campaign, general site run

Impressions	Leaderboard (728x90)	Tower (160x600)	Rectangle (300x250)	
1.5 mil.	\$5,250	\$5,250	\$5,250	
3 mil.	\$10,200	\$10,200	\$10,200	
6 mil.	\$19,200	\$19,200	\$19,200	
12 mil.	\$36,000	\$36,000	\$36,000	
24 mil.	\$68,400	\$68,400	\$68,400	
32 mil.	\$80,000	\$80,000	\$80,000	
50 mil.	\$99,000	\$99,000	\$99,000	

Site	2009 Monthly Average		
	Visits	Unique Visits	Page Views
www.nodakoutdoors.com	250,000	150,000	1,110,000
www.fishingbuddy.com	250,000	100,000	1,575,000
www.duckhuntingchat.com	200,000	61,000	1,560,000
www.goosehuntingchat.com	35,000	15,500	105,000
www.sdoinsider.com	22,000	11,000	112,000
www.icefishingchat.com	15,000	8,500	70,000
www.gameandfishrecipes.com	13,000	8,000	21,000
Total Monthly Average	785,000	354,000	4,553,000