

# Journal Live / 2010 Rates

## Display Advertising

Leaderboard £15 CPM

Skyscraper £10 CPM

MPU - Multi Purpose Unit, ideal for streaming video £15 CPM

Text Ads	Channel	Rate £ per Month
----------	---------	------------------

	NUFC	250
--	------	-----

	News	200
--	------	-----

	Homepage	150
--	----------	-----

	Sport	125
--	-------	-----

	SAFC	100
--	------	-----

	Family Notices	100
--	----------------	-----

	Videos & Pictures	75
--	-------------------	----

	Lifestyle	75
--	-----------	----

	Taste	75
--	-------	----

	Culture	75
--	---------	----

	Blogs	50
--	-------	----

	Your Place	50
--	------------	----

## Additional Advertising Opportunities

Email marketing Available on request

Sponsorship Available on request

The screenshot shows the Journal Live.co.uk website. At the top, there's a blue banner for 'oyster' with a mobile phone icon and the text 'Get Journal Live on your mobile phone'. Below this is the site's logo and navigation menu. The main content area features a news article titled 'New start in a brand new school' with a photo of children. To the right, there's a 'Jobs' section and a 'Motors' section. Below the main article, there are several smaller ads, including one for 'ING DIRECT' with a '3% AER' offer. At the bottom, there's a 'Sponsored Links' section and a 'Footer' with various navigation links and contact information.

**Leaderboard:** Sold on page impressions, rotates with other banners in the same position.

**MPU:** Ideal for running campaigns using streaming video

**Text Ads:** Above and below MPU, these ads contain a brief advertising message and an image

**Skyscraper:** Sold on page impressions, rotates with other advertisers' skyscrapers in the same position.

**Leaderboard:** Sold on page impressions, rotates with other banners in the same position.

**CONNECTING** ncjMedia&GMC  
in print | online | on mobile **PEOPLE**