



January 1, 2014

Rates shown are complete – there are no sign-up fees, administration fees, or program charges.
 Circulation/audience figures and market rankings are as defined by Cision MediaSource.
 Rates shown are for US media placements – 50% surcharge for international media.
 Top 5 outlets in each category priced separately.

PRINT	TELEVISION
Magazine circ. to 49,999 Newspaper circ. to 99,999 Trade Publications circ. to 4,999 Feature \$1,900 Focus Coverage \$1,500 Mention \$850 Including client URL Add \$350	Market Ranking 1-19 Segment/Feature \$3,800 Sound Byte/Brief Appearance \$3,350 Market Ranking 20-49 Segment/Feature \$3,200 Sound Byte/Brief Appearance \$2,200 Market Ranking 50-79 Segment/Feature \$2,100 Sound Byte/Brief Appearance \$1,600 Market Ranking 80-129 Segment/Feature \$1,400 Sound Byte/Brief Appearance \$1,100 Market Ranking 130-210 Segment/Feature \$850 Sound Byte/Brief Appearance \$650 National Network – Priced Separately National Cable – Priced Separately
Magazine circ. 50,000 – 199,999 Newspaper circ. 100,000 – 499,999 Trade Publications circ. 5,000 – 9,999 Feature \$3,200 Focus Coverage \$2,300 Mention \$1,300 Including client URL Add \$600	
Magazine circ. 200,000 – 499,999 Newspaper circ. 500,000 – 799,999 Trade Publications circ. 10,000 – 14,999 Feature \$4,500 Focus Coverage \$3,450 Mention \$2,900 Including client URL Add \$700	
Magazine circ. 500,000+ Newspaper circ. 800,000+ Trade Publications circ. 15,000+ Feature \$5,250 Focus Coverage \$4,700 Mention \$3,550 Including client URL Add \$800	

CONSUMER WEB MEDIA	BUSINESS WEB MEDIA
Visitors/month to 49,999 Feature \$1,900 Focus \$1,500 Mention \$850 Including Client URL Add \$350	Visitors/month to 3,999 Feature \$3,350 Focus \$2,750 Mention \$1,550 Including Client URL Add \$600
Visitors/month 50,000 – 199,000 Feature \$3,200 Focus \$2,300 Mention \$1,300 Including Client URL Add \$600	Visitors/month 4,000 – 29,000 Feature \$5,700 Focus \$4,200 Mention \$2,300 Including Client URL Add \$800
Visitors/month 200,000 – 499,000 Feature \$4,500 Focus \$3,450 Mention \$2,900 Including Client URL Add \$700	Visitors/month 30,000 – 99,000 Feature \$8,400 Focus \$6,300 Mention \$5,250 Including Client URL Add \$1,050
Visitors/month 500,000+ Feature \$5,250 Focus \$4,750 Mention \$3,550 Including Client URL Add \$800	Visitors/month 100,000+ Feature \$9,500 Focus \$8,400 Mention \$6,300 Including Client URL Add \$1,250
Streaming Video for above Add 50%	Streaming Video for above Add 50%

RADIO

One Station

Market Ranking 1-5

Segment/Feature	\$1,850
Sound Byte/Brief Appearance	\$1,700

Market Ranking 6-15

Segment/Feature	\$1,700
Sound Byte/Brief Appearance	\$1,550

Market Ranking 16-50

Segment/Feature	\$1,500
Sound Byte/Brief Appearance	\$1,400

Market Ranking 51-210

Segment/Feature	\$1,500
Sound Byte/Brief Appearance	\$1,350

Multiple Stations

2-5 stations

Segment/Feature	\$850
Sound Byte/Brief Appearance	\$1,200

6-24 stations

Segment/Feature	\$1,500
Sound Byte/Brief Appearance	\$1,200

25 or more stations

Segment/Feature	\$1,800
Sound Byte/Brief Appearance	\$1,500

AUDIO PODCAST

To 14,999 downloads monthly

Feature	\$1,700
Focus Coverage	\$1,400
Mention	\$900

15,000-29,999 downloads monthly

Feature	\$2,850
Focus Coverage	\$2,500
Mention	\$2,100

Over 30,000 downloads monthly

Feature	\$3,800
Focus Coverage	\$3,450
Mention	\$3,200

NEWSWIRE SERVICES

Content produced or carried by wire services (AP, Reuters, etc.) are billed at \$4,000 plus one-half the standard placement fee for pick-ups by other media.

STORY PICKUPS

Re-publication of original placements in target media mutually agreed upon will be billed at one-half the standard placement fee.

CONTRIBUTED ARTICLES AND OPINION PIECES

Articles prepared by PayPerClip and published under the client's byline will be billed at the standard Feature level plus a 50% surcharge.

BLOGS

to 999 unique visitors per month

Feature	\$600
Focus Coverage	\$450
Mention	\$350

1,000 to 4,999 unique visitors per month

Feature	\$1,100
Focus Coverage	\$900
Mention	\$700

5,000 to 19,999 unique visitors per month

Feature	\$2,100
Focus Coverage	\$1,600
Mention	\$1,300

20,000 or more unique visitors per month

Feature	\$3,200
Focus Coverage	\$2,350
Mention	\$2,100