



January 1, 2015

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.

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

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