FIRST THINGS.com

Online Advertising Pricing

Ad Type	Dimensions	CPM*
Top Banner	728 x 90 pixels	\$6.00
Wide Skyscraper	160 x 600 pixels	\$4.00
Medium Rectangle	300 x 250 pixels	\$2.00

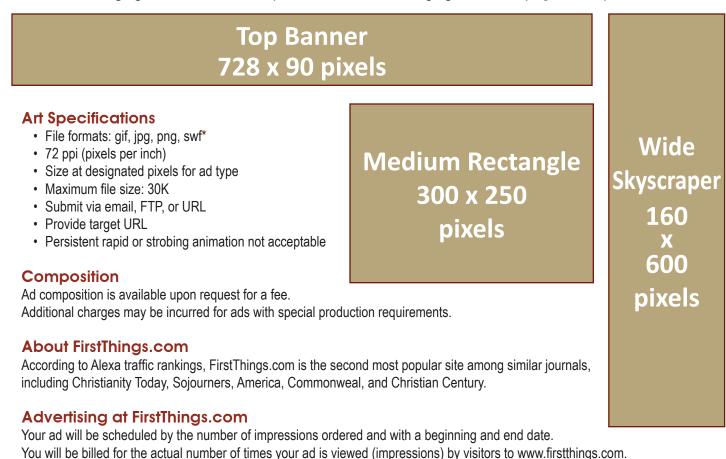
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FirstThings.com Traffic

Averaging over 560,000 visits per month

Averaging 1,000,000 page views per month

*CPM = cost per thousand impressions



*About Flash (.swf) Files

In order for our ad-serving software to track adclicks, URLs should not be hard-coded, but replaced with the ActionScript at right. Then provide us with your target URL.

Contact

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FIRST THINGS 35 East 21st Street, Sixth Floor New York, NY 10010 on(release) { getURL (clickTAG, "_blank"); }

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