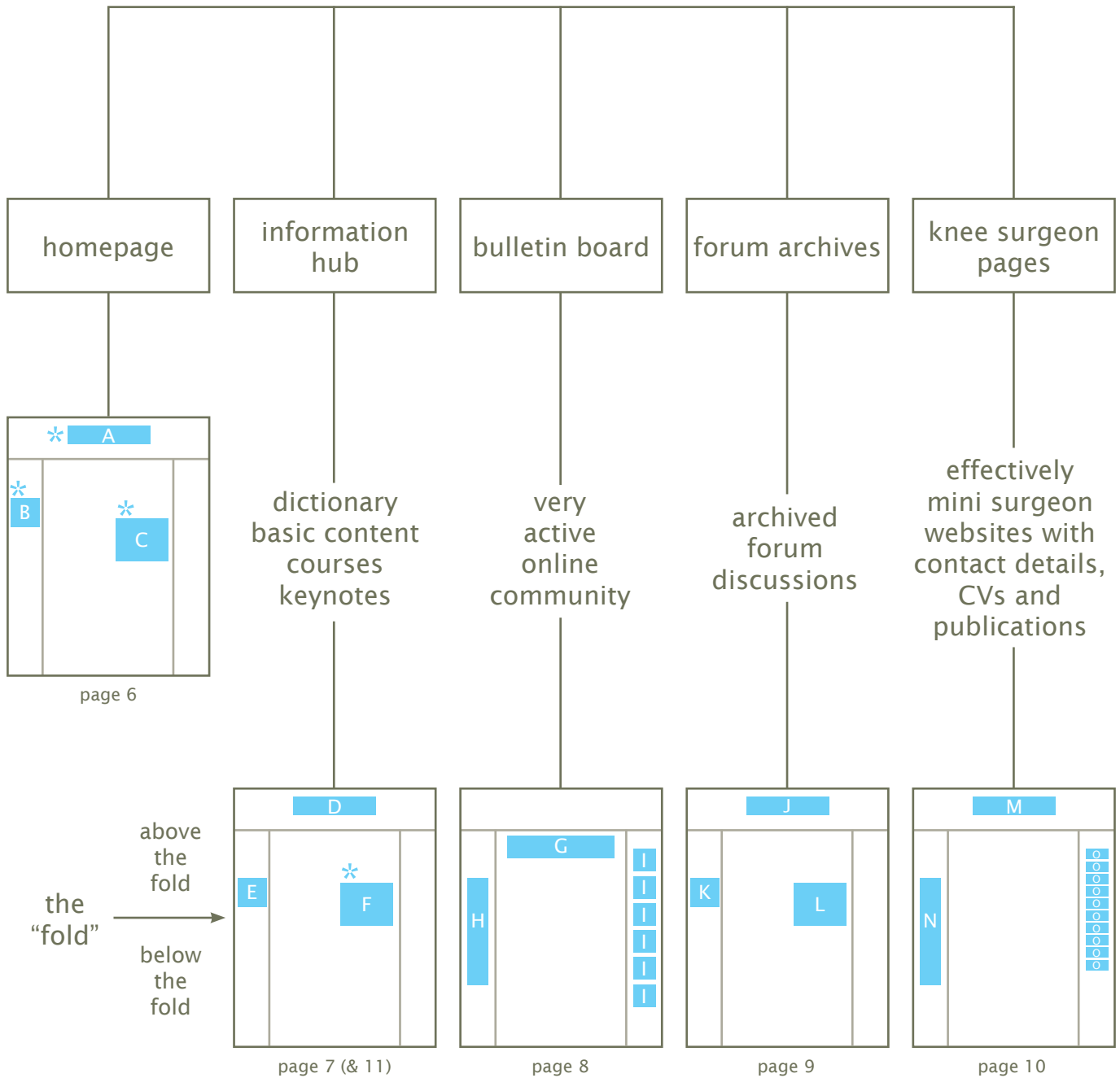


KNEEguru rate card

www.kneeguru.co.uk



available ad slots & placements



- each of these ad slots can be separately targeted
- geo-targeting available throughout
- specific pages or content can be targeted, * e.g. a placement may include F ad slots, e.g. just on pages with meniscus content

	pixel size	CPM model		CPC model		CPD model (exclusive)	
		minimum impressions	cost	minimum clicks	cost	minimum days	cost
homepage							
A - banner	468x60	20,000	\$960	1,000	\$1,700	14	\$538
B - small square	200x200	20,000	\$752	1,000	\$2,403	14	\$415
C - medium rectangle	300x250	20,000	\$880	1,000	\$1,765	14	\$483
information hub							
D - banner	468x60	20,000	\$240	1,000	\$1,583	14	\$826
E - small square	200x200	20,000	\$224	1,000	\$1,662	14	\$775
F - medium rectangle							
joint cartilage pages	300x250	5,000	\$405	1,000	\$3,124	70	\$130
meniscus pages	300x250	5,000	\$315	1,000	\$3,268	70	\$101
ligament pages	300x250	5,000	\$315	1,000	\$3,268	70	\$101
patella pages	300x250	5,000	\$315	1,000	\$4,057	70	\$169
anatomy pages	300x250	5,000	\$180	1,000	\$2,642	70	\$103
clinic pages	300x250	5,000	\$405	1,000	\$2,850	70	\$74
bulletin board							
G - leaderboard	728x90	20,000	\$480	1,000	\$6,491	14	\$3,412
H - skyscraper	160x600	20,000	\$384	1,000	\$2,547	14	\$2,853
I - buttons							
button01	125x125	1,000	\$42	500	\$2,500	7	\$297
button02	125x125	1,000	\$41	500	\$2,400	7	\$285
button03	125x125	1,000	\$38	500	\$2,812	7	\$267
button04	125x125	1,000	\$21	500	\$1,562	7	\$148
button05	125x125	1,000	\$19	500	\$1,916	7	\$136
button06	125x125	1,000	\$19	500	\$1,875	7	\$133
forum archives							
J - banner	468x60	10,000	\$170	1,000	\$1,900	14	\$364
K - small square	200x200	10,000	\$170	1,000	\$3,357	14	\$358
L - medium rectangle	300x250	10,000	\$255	1,000	\$3,071	14	\$539
knee surgeons							
M - banner	468x60	20,000	\$320	2,500	\$4,062	35	\$323
N - skyscraper	160x600	20,000	\$320	2,500	\$2,862	35	\$320
O - mini buttons							
minibutton 01	110x45	n/a	n/a	n/a	n/a	375	\$3,375
minibutton 02	110x45	n/a	n/a	n/a	n/a	375	\$3,375
minibutton 03	110x45	n/a	n/a	n/a	n/a	375	\$2,812
minibutton 04	110x45	n/a	n/a	n/a	n/a	375	\$2,812
minibutton 05	110x45	n/a	n/a	n/a	n/a	375	\$2,531
minibutton 06	110x45	n/a	n/a	n/a	n/a	375	\$2,531
minibutton 07	110x45	n/a	n/a	n/a	n/a	375	\$2,250
minibutton 08	110x45	n/a	n/a	n/a	n/a	375	\$2,250
minibutton 09	110x45	n/a	n/a	n/a	n/a	375	\$1,968
minibutton 10	110x45	n/a	n/a	n/a	n/a	375	\$1,968
clinic ad product							
- clinic "window"	300x250	n/a	n/a	n/a	n/a	unlimited period	\$1,125
plus negotiable discount on any other placement A-N							for up to 5 image or text blocks

- geo-targeting reduces costs proportionally in ad slots A-N.
- artwork to be produced by advertiser (.gif, .jpg) but we can advise.
- for other currencies, the exchange rate at www.xe.com applies.

contact:

studio@kneeguru.co.uk

or use 'contact us' form on the site

<http://www.kneeguru.co.uk>

or cut and mail this form -

mail to Dr. S. Strover, 5 Belmont Place, Newquay, Cornwall TR7 1HG, UK

your full name	
your organisation	
full address, including country & post code	
your title or role within your organisation	
the products and services you want to promote on the KNEEguru site	
what countries you want geotargeted (or states)	
the currency you wish to be quoted in	