

BBC DIGITAL RATECARD									
	LEADER BOARD	OPA PUSH-DOWN BANNER	MPU / IAB LREC	IAB HALF PAGE	OPA PANEL / LARGE 1/2 PAGE	OPA XXL	WIDE SKY-SCRAPER	VIDEO	
SIZE	728x90 / 970x90	970x66 expands to 970x418	300x250 / 336x280	300x600	336x700 / 336x850	468x648	160x600	512x288 + 300x60 / 300x250	
POSITION	1	1	2	2	2	2	2	2	2
	US\$	US\$	US\$	US\$	US\$	US\$	US\$	US\$	US\$
HOME PAGE	35	80	40	70	N/A	N/A	35	45	
NEWS HOME	N/A	80	40	70	90	N/A	35	45	
NEWS	35	80	40	60	80	90	35	55	
BUSINESS	45	85	50	75	95	105	40	55	
MARKET DATA	45	85	50	75	95	105	40	N/A	
EDUCATION	35	80	40	70	80	90	35	45	
HEALTH	30	80	35	70	80	90	30	45	
SCIENCE & ENVIRONMENT	35	80	40	70	90	100	35	55	
TECHNOLOGY	40	80	45	70	90	100	40	45	
ENTERTAINMENT	30	80	35	70	90	100	30	55	
TALKING POINT / HAVE YOUR SAY	30	80	35	70	85	95	30	N/A	
IN PICTURES	35	80	40	70	85	95	35	45	
IN DEPTH / SPECIAL REPORTS	40	80	45	70	85	95	40	50	
PROGRAMME SITES	40	80	45	70	85	95	40	N/A	
WORLD NEWS AMERICA	35	N/A	40	70	N/A	N/A	N/A	55	
TRAVEL	40	80	45	70	90	100	40	45	
SPORT HOME	N/A	70	35	60	N/A	N/A	N/A	45	
SPORT	25	N/A	30	60	N/A	N/A	N/A	45	
FOOTBALL	30	75	35	70	N/A	N/A	N/A	45	
ATHLETICS	30	75	35	70	N/A	N/A	N/A	45	
CRICKET	30	80	35	70	N/A	N/A	N/A	45	
RUGBY UNION	35	80	40	70	N/A	N/A	N/A	45	
RUGBY LEAGUE	25	75	30	70	N/A	N/A	N/A	45	
TENNIS	35	80	40	70	N/A	N/A	N/A	45	
GOLF	35	80	40	70	N/A	N/A	N/A	45	
MOTORSPORT	30	75	35	70	N/A	N/A	N/A	45	
FORMULA 1	35	80	40	70	N/A	N/A	N/A	45	
SNOOKER	25	75	30	70	N/A	N/A	N/A	45	
EQUESTRIAN / HORSE RACING	35	75	40	70	N/A	N/A	N/A	45	
AMERICAN FOOTBALL	30	75	35	70	N/A	N/A	N/A	45	
BASKETBALL	30	75	35	70	N/A	N/A	N/A	45	
SAILING	35	80	40	70	N/A	N/A	N/A	45	
WEATHER	25	70	30	60	N/A	N/A	N/A	45	
ROS	20	N/A	25	50	N/A	N/A	N/A	40	

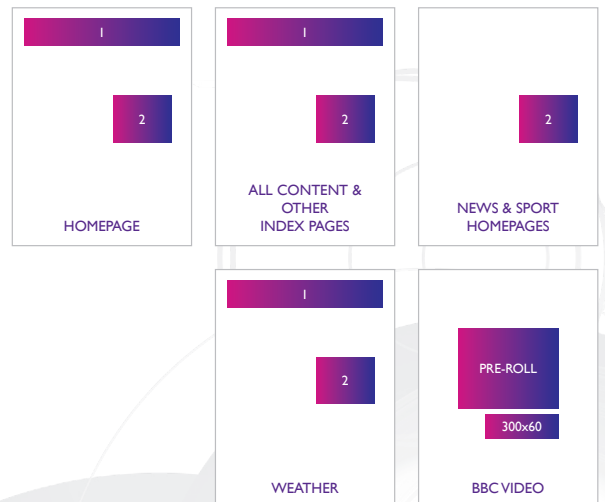
PARTNER BUTTONS - 1 MONTH TENANCY COSTS (MAX 3 MONTHS)			
	GLOBAL \$	EMEA \$	APAC \$
NEWS HOME	80,000	25,000	14,000
BUSINESS	24,000	7,500	5,000
TECHNOLOGY	15,000	3,600	2,500
MARKET DATA	7,500	4,000	2,000

SPONSORSHIP & OTHER OPPORTUNITIES

OPPORTUNITIES EXIST AROUND VARIOUS SPONSORSHIPS, - INCLUDING HOMEPAGE MODULES - SPORT, WEATHER, TRAVEL - "PRINT THIS"/"SOCIAL MEDIA" BOXES AS WELL AS INTERSTITIALS + WALLPAPER IN TRAVEL AND PARTNER BUTTONS.

PLEASE CONTACT YOUR REP FOR FURTHER INFORMATION.

ADDITIONAL TARGETING PREMIUM	
COUNTRY	15%
BUYOUT	30%



NB: OPA push-down served only on index pages, as a daily buyout, subject to availability. Auto-expansion limited to 1/day per user
 NB: XXL served only on news story pages
 NB: Large half page not available on news home



BBC MOBILE RATECARD

BANNER	
SIZE	VARIOUS
	US\$
HOMEPAGE	25
NEWS HOME	25
NEWS	20
BUSINESS	25
HEALTH	25
SCIENCE & ENVIRONMENT	25
TECHNOLOGY	25
ENTERTAINMENT	25
SPORT HOME	25
SPORT	20
FOOTBALL	20
CRICKET	25
RUGBY UNION	25
TENNIS	25
GOLF	25
FORMULA I	25
WEATHER	20
ROS	15

BBC NEWS & SPORT MOBILE APPLICATIONS	
	US\$
BBC NEWS APP - iPhone	35
BBC SPORT APP - iPhone	30

IPAD BBC NEWS APP BUYOUTS	
REGION	\$ WEEKLY COST
Global	70,000
US	35,000
Canada	7,500
EMEA	18,000
Asia Pacific	20,000

ADDITIONAL TARGETING PREMIUM	
COUNTRY	15%
BUYOUT	30%

BEHAVIOURAL TARGETING - ROS			
SIZE	728x90	300x250	512x288
STANDARD SEGMENTS	30	35	65
PREMIUM SEGMENTS	35	40	70
BEHAVIOURAL TARGETING - POPULAR SEGMENTS			
LEISURE TRAVELLERS	30	35	65
BUSINESS TRAVELLERS	30	35	65
SENIOR DECISION MAKERS	35	40	70
TECHNOLOGY DECISION MAKERS	35	40	70
SME'S	30	35	65
GADGETS	30	35	65
ENVIRONMENTALLY AWARE	30	35	65
CULTURE	30	35	65
HEALTH & FITNESS	30	35	65
FASHION & LUXURY	30	35	65