



www.NorthCarolinaLottery.com
www.SouthCarolinaLottery.com
www.OklahomaLottery.com
www.WyomingLottery.com

Rate Card 2009

Your path to online success!

Our Lottery Network of Oklahoma, North Carolina, South Carolina, and Wyoming provides significant value to its advertisers and audience. Daily content updates ensure a repeat audience of Lottery Players who regularly browse and purchase online. Advertising opportunities include Home Pages, Run of Network, Run Of Site, Towers, and Banners.

» ONLINE ADVERTISING RATES

HOME PAGE NETWORK ADS (minimum monthly buy of 50,000 impressions)

Medium Rectangle Ad (300 x 250 pixels)	\$20 CPM
Leaderboard Ad (728 x 90 pixels)	\$10 CPM
Tower Ad (160 x 600 pixels)	\$20 CPM
Banner Ad (468 x 60 pixels)	\$15 CPM

RUN OF NETWORK (minimum monthly buy of 100,000 impressions)

Leaderboard Ad (728 x 90 pixels)	\$10 CPM
Tower Ad (160 x 600 pixels)	\$8 CPM

HOME PAGE ADS (minimum monthly buy of 50,000 impressions)

Medium Rectangle Ad (300x250 pixels)	\$22 CPM
Leaderboard Ad (728x90 pixels)	\$22 CPM
Tower Ad (160x600 pixels)	\$17 CPM
Banner Ad (468x60 pixels)	\$12 CPM

RUN OF SITE (minimum monthly buy of 100,000 impressions)

Leaderboard Ad (728x90 pixels)	\$12 CPM
Tower Ad (160x600 pixels)	\$10 CPM

Sponsorship opportunities are also available with negotiable pricing.

Please contact us at advertise@822media.net for more information.

Note: CPM is Cost Per Thousand impressions