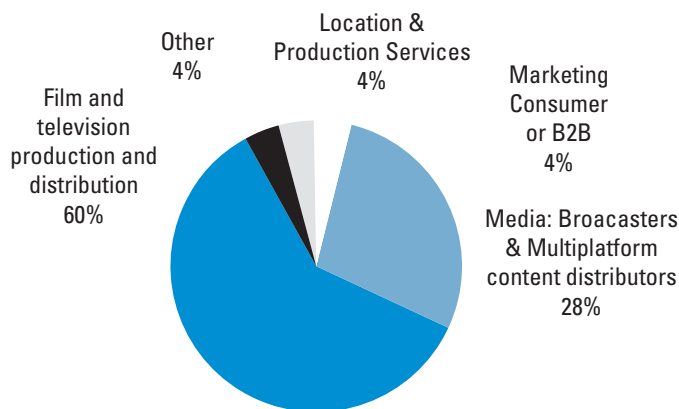


**realscreen.com** is the global media destination for the non-fiction production, broadcasting and distribution community. The trusted source of trade news, realscreen.com is an online destination where the international non-fiction community can find the best and latest work, industry information and innovation through a daily online newsletter and feature-packed website.

## Who reads realscreen.com?

realscreen.com is a trusted source of information for key decision-makers and influencers in the global non-fiction film and TV production and multi-platform broadcasting community, and currently garners approximately 55,000 page views each month.

## Realscreen Online Readership



**MONTHLY**  
(with estimated 55,000 views per month)

**CPM**  
(cost per thousand views)

Ad Type	Monthly Rate	CPM
<b>Wide Leaderboard</b> 955 pixels wide by 90 pixels high	<b>\$3,575</b>	<b>\$65</b> \$2500 minimum
<b>Rectangle</b> 300 pixels wide by 250 pixels high	<b>\$3,025</b>	<b>\$55</b> \$2000 minimum
<b>Leaderboard</b> 728 pixels wide by 90 pixels high	<b>\$3,025</b>	<b>\$55</b> \$2000 minimum
<b>Top Banner</b> 468 pixels wide by 60 pixels high	<b>\$3,025</b>	<b>\$55</b> \$2000 minimum
<b>Half-Page</b> 300 pixels wide by 600 pixels high	<b>\$2,750</b>	<b>\$50</b> \$1800 minimum
<b>Skyscraper</b> 160 pixels wide by 600 pixels high	<b>\$2,475</b>	<b>\$45</b> \$1500 minimum
<b>Lead Banner</b> 460 pixels wide by 60 pixels high	<b>\$2,475</b>	<b>\$45</b> \$1500 minimum
<b>1st Position Banner</b> 468 pixels wide by 60 pixels high	<b>\$1,925</b>	<b>\$35</b> \$1200 minimum
<b>2nd Position Banner</b> 468 pixels wide by 60 pixels high	<b>\$1,650</b>	<b>\$30</b> \$1000 minimum
<b>Wide 4 unit</b> 160 pixels wide by 400 pixels high	<b>\$1,375</b>	<b>\$25</b> \$800 minimum
<b>2 unit</b> 160 pixels wide by 200 pixels high	<b>\$1,100</b>	<b>\$20</b> \$600 minimum

Custom opportunities: Call us for rates on interstitials, hijacks, sponsorships, background takeovers etc.

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*Realscreen* covers the international business of non-fiction production, programming and distribution like never before, with the introduction of our **DAILY** *realscreen* newsletter.

Our readers asked for a more timely and immediate product, and we've responded.

*Realscreen* newsletter is the source of news for decision-makers in this business. *Realscreen's* reach is second-to-none.

\*\* Prices are per issue. Rates are in USD and are gross. Terms and conditions available at: [www.brunico.com/termsandconditions/emailadvertising.html](http://www.brunico.com/termsandconditions/emailadvertising.html). Accepted files: JPEG, GIF, Animated GIF. Artwork to be submitted no less than 3 days prior to campaign start date. There will be \$50 production charge for any files that are submitted unfinished or in formats other than those listed above. Additional designer time is \$50/hr. Please note that Microsoft Outlook 2007 does not support animated GIFs. Currently less than 10% of users have Outlook 2007. Should you wish to tailor your artwork to accommodate Outlook 2007 users please contact your account manager for details.

\*\*\* "Sponsored Content" feature. This unique form of advertising elicits excellent click-through rates. It is a very effective way to get the word out about your product or event in terms of cost, space and reach. Please contact your account manager directly for details on this highly-effective ad placement.



	1-6 issues	7-24 issues	25+ issues
<b>Sponsored Content***</b>	<b>\$595</b>	<b>\$545</b>	<b>\$495</b>
<b>Leaderboard</b> 728 pixels wide by 90 pixels high	<b>\$495</b>	<b>\$445</b>	<b>\$395</b>
<b>Wide Skyscraper</b> 160 pixels wide by 600 pixels high	<b>\$495</b>	<b>\$445</b>	<b>\$395</b>
<b>Banner - 1st Position</b> 468 pixels wide by 60 pixels high	<b>\$425</b>	<b>\$385</b>	<b>\$345</b>
<b>Banner - 2nd Position</b> 468 pixels wide by 60 pixels high	<b>\$395</b>	<b>\$355</b>	<b>\$320</b>
<b>Wide 4 unit</b> 160 pixels wide by 400 pixels high	<b>\$395</b>	<b>\$355</b>	<b>\$320</b>
<b>Wide 2 unit</b> 160 pixels wide by 200 pixels high	<b>\$315</b>	<b>\$285</b>	<b>\$250</b>

For advertising opportunities, please contact:

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