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## Ad Rate Card

Interested in advertising with Infendo? Check out the salient details and [contact us](#) today to start selling to a targeted audience of devilishly good-looking adult males who share a love for gadgets and video games, particularly Nintendo-oriented ones.

**Audience.** Infendo enjoys 155,000 unique visitors per month generating more than 205,000 page views on average with over 2,500 RSS subscribers. 95% of site visitors are male with 85% between the ages of 18-34 and a fetish for buying things online (Source: Site Meter, Internal Survey, Nielson). Infendo Radio is the most circulated Nintendo podcast on the internet enjoying 20,000 downloads per month, one of the internet's top 50 podcasts (Source: Internal server logs, iTunes).

**Ad Rates.** Available units and CPM\* pricing information with specifications are as follows. Discounts are available for first time advertisers and larger buys/longer runs.

Unit	Dimension	File Size	CPM
<a href="#">Leaderboard</a>	728 x 90	40k	\$8
<a href="#">Medium Rectangle</a>	300 x 250	40k	\$10
<a href="#">Half page</a>	300 x 600	40k	\$12
<a href="#">Wide Button</a>	300 x 125	30k	\$4

PODCAST: 30-second audio spots on our podcast are available for \$1,000/month (4 shows). Co-host product/service mentions are available for \$500/month (4 shows).

SPECIALS: Leaderboard and Medium Rectangle purchases include an additional identical ad below the fold at no extra charge. Monthly buys can be locked in (regardless of how many CPMs) for an additional 10% charge. Email for multiple buy discounts.

\* CPM stands for "cost per thousand impressions," so for example having your ad appear 200,000 times on Infendo at a CPM rate of \$10 would cost \$2,000 (200,000 impressions x \$10 / 1000). Max animation time for any ad: 15 seconds. We accept both standard image file formats and rich media creatives, including Flash 8.

**Payment.** Our minimum purchase of \$1,000 is payable by check or wire transfer prior to running your advertisement. Contact [advertising@infendo.com](mailto:advertising@infendo.com) to arrange and/or [email us](#) for special orders and other inquiries.