



ONLINE

Rate Card - Web

Effective from September 8, 2015

A NEW FORM OF ADVERTISING Cost Per Mille (CPM)

In September, The Samoa Observer News Group will introduce a cost per one thousand impressions (CPM) online ad system.

“ Cost Per Mille (CPM)” is a commonly used measurement in online advertising and can be used to measure the cost of showing an ad per one thousand views.

The total price of an ad is determined by the number of impressions (page views) divided by one thousand and then multiplying it by the CPM for that particular ad.

Say a company wants to buy 10,000 impressions on a spot that has a price of \$10 CPM, then:

$$10,000 \text{ impressions} / 1000 \times \$10.00 = \$100.00$$

So the price of a \$10.00 CPM ad is \$100.00

All our online products from Desktop, Mobile and Video advertising will be using this form of advertising from September 2015.

CPM advertising opens up new opportunities with the use of modern and innovative technologies to push new ideas forward, with a focus on providing the best platform for vendors and consumers alike. CPM:

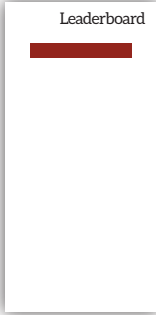
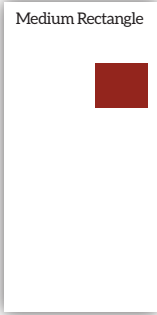
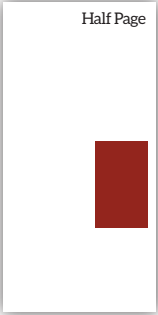
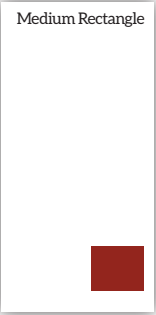
- Easy to create and book.
- Allow performance reports.
- Cleaner and better looking ads.
- Pricing structure that reward clients.

CONTACT

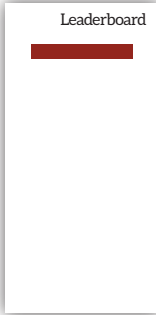
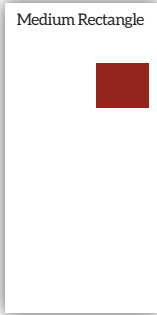
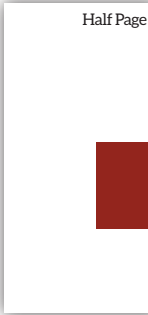
Phone : +685 23078

Email : sales@sobserver.ws

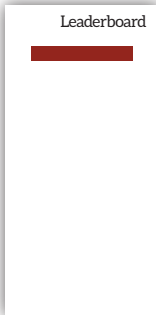
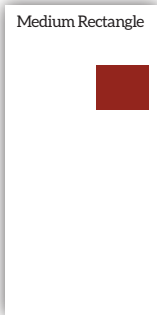
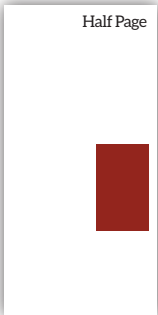
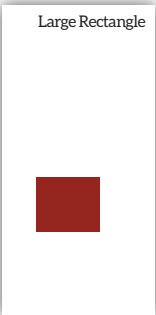
HOME

 Leaderboard \$20 CPM	 Medium Rectangle \$15 CPM	 Half Page \$15 CPM	 Medium Rectangle \$10 CPM
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SECTION

 Leaderboard \$15 CPM	 Medium Rectangle \$10 CPM	 Half Page \$10 CPM
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ARTICLE

 Leaderboard \$20 CPM	 Medium Rectangle \$15 CPM	 Half Page \$15 CPM	 Large Rectangle \$40 CPM
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MOBILE

 Mobile Leaderboard \$20 CPM	 Mobile Rectangle \$15 CPM
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VIDEO

30 Second Pre-Roll Ad = \$50 CPM
60 Second Pre-Roll Ad = \$90 CPM

EXTRA

All Flash Animation ads will cost an extra \$5.00 CPM