



Top Gear digital ratecard September 2017

Cost per thousand (CPM): US \$ Gross
 International

TOP GEAR (all digital screens)						
ADSLOT	LEADERBOARD	MPU	IAB HALF PAGE	WALLPAPER*	IAB BILLBOARD	VIDEO
DIMENSIONS	728x90 / 970x50 / 320x50	300x250	300x600	1x1, Out-of-Page	970x250	1x1v
TOP GEAR - ROS	20	30	40	N/A	40	50
TOP GEAR - HOME	25	40	50	50	50	N/A
TOP GEAR - SECTION	25	40	50	N/A	50	60

*Wallpaper available as buyout only

ADDITIONAL TARGETING	
COUNTRY TARGETING	+15%
DEVICE TARGETING	+20%
AUDIENCE SEGMENTS (DEALS UNDER \$10K)	+25%
AUDIENCE SEGMENTS (DEALS OVER \$10K)	+25%
BUYOUT	+30%