

BBC.COM (all digital screens)												
AD SLOT	LEADER BOARD	MPU*	INTER-SCROLLER**	HALF PAGE	BILLBOARD	PUSH DOWN	INTERSTITIAL	VIDEO	INFEED***	OUTSTREAM	INSKIN	SW PROMO MODULE
DIMENSIONS	728x90/ 970x90/ 300x50	300x250	300x 250 to Full screen	300x600	970x250	970x66 (418)	OUT OF PAGE	512x288	12x12	OUT OF PAGE	OUT OF PAGE	10x10
BBC.COM - ROS	30	40	50	70	90	80	100	70	20	50	N/A	5
HOME PAGE	40	55	N/A	80	100	90	110	80	25	N/A	120	5
NEWS HOME	40	55	N/A	80	100	N/A	110	N/A	N/A	N/A	N/A	5
NEWS	40	55	70	80	100	90	N/A	90	20	N/A	N/A	5
BUSINESS	60	80	100	100	110	100	130	100	25	N/A	N/A	5
SCIENCE & ENVIRONMENT	50	70	90	90	110	100	120	90	25	N/A	N/A	5
TECHNOLOGY	50	70	90	90	110	100	120	90	25	N/A	N/A	5
ENTERTAINMENT	40	55	70	80	100	90	110	90	25	N/A	N/A	5
SPORT	40	55	70	80	100	90	110	90	N/A	50	120	N/A
WEATHER	40	55	N/A	80	100	N/A	N/A	90	N/A	N/A	N/A	N/A
NEWS / SPORT APP	30	40	N/A	N/A	N/A	N/A	100	70	N/A	N/A	N/A	N/A

*360 video, use MPU rate plus 20%

** Available on mobile devices and article pages only

***For all video infeed creatives use rate plus 20%

BBC FEATURE SITES (CAPITAL, CULTURE, FUTURE, REEL & TRAVEL)												
AD SLOT	LEADER BOARD	MPU	INTER-SCROLLER	HALF PAGE	BILLBOARD	PUSHDOWN	INTERSTITIAL	VIDEO	INFEED	SW PROMO MODULE	PARALLAX	
DIMENSIONS	728x90/ 970x90/ 300x50	300x250	300x 250 to Full screen	300x600	970x250	970x66(418)	OUT OF PAGE	512x288	12x12	10x10	976x400	
ROS	60	85	105	110	110	100	N/A	90	40	5	N/A	
SECTION / COLUMN	70	100	125	130	120	110	150	110	50	5	120	

BBC WORLD SERVICE SITES								
AD SLOT	LEADER BOARD	MPU	IAB HALF PAGE	IAB BILLBOARD	OPA PUSHDOWN	VIDEO*	OUTSTREAM**	
DIMENSIONS	728x90 / 970x90 300x50	300x250	300x600	970x250	970x66(418)	512x288	OUT OF PAGE	
BBC WORLD SERVICE RUN OF SITE	30	40	70	90	80	75	60	
BBC WORLD SERVICE SECTIONS	40	55	80	100	90	90	N/A	

*Not available on WS Chinese, Ukrainian, Nepali and Kyrgyz.

**Only available on BBC Arabic

SPONSORSHIP OPPORTUNITIES

SPONSORSHIP BUTTONS ARE AVAILABLE ON HOME PAGE MODULES, MARKET DATA, ENTERTAINMENT, SPORT AND BBC FEATURE SITES. PLEASE CONTACT YOUR P&I REP FOR FURTHER INFORMATION.

OFF PLATFORM OPPORTUNITIES

- Apple News available in US and AU at BBC.com ROS MPU and LDB rates
- BBC Podcasts with audio pre and post roll at \$100
- For YouTube pre-roll and all Audience Extension opportunities speak to local P&I Rep
- MPU available on BBC.com Newsletters at \$40

ADDITIONAL TARGETING	
ADDITIONAL TARGETING FOR BBC.COM AND BBC WORLD SERVICE	
COUNTRY TARGETING	+15%
DEVICE TARGETING	+20%
AUDIENCE AND CONTEXTUAL SEGMENTS UNDER \$20K OR REQUIRE A BESPOKE SEGMENT	+25%
AUDIENCE AND CONTEXTUAL SEGMENTS OVER \$20K AND ARE USING AN "OFF THE SHELF" SEGMENT	+20%
BUYOUT	+30%
CONTEXTUAL SEGMENTS	+20%



BBC Digital Ratecard 2018/19

Cost per Thousand (CPM): US\$ Gross

PRIVATE MARKET PLACE (PMP)

	LDB (728x90)	MPU (300x250)	HP (300x600)	Billboard (970x250)	Video (512x288)	Mobile Banner (320x50)	**Outstream (out-of-page)	InFeed (12x12)
*Premium Channels	15	15	21	28	56	7	N/A	N/A
BBC.COM ROS	10	10	15	20	40	5	20	12
BBC News App	10	10	N/A	N/A	40	5	N/A	N/A
BBC World Service	10	10	15	20	40	5	20	N/A
Top Gear / Good Food	10	10	15	20	40	5	N/A	N/A

*Premium Channels are business, science, tech, homepage and Feature sites
**Outstream available on story pages only across BBC.com and WWS Arabic only

ADDITIONAL TARGETING	
ADDITIONAL TARGETING FOR ALL PMP DEALS ACROSS BBC NETWORK	
AUDIENCE TARGETING	+\$5
ALL RICH MEDIA CREATIVE	+20%