

MNI ONLINE MINIMUMS

1. MNI Online AOL Packages

- AOL Channels packaged to deliver MNI print target audiences online.
- Minimum spend: \$20,000 (net) per month, per campaign
- Lead Time required: 5- business days for rates only

Property	DMA	Placement	Ad Unit Size	Estimated Impressions	Estimated Net CPM	Estimated Net Investment	Start Date	End Date
AOL.com	Dallas, TX	Geo-Targeted Run-of-MNI Family	Standard	185,222		\$3,334.00	08/20/07	09/02/07
AOL.com	Dallas, TX	Geo-Targeted Run-of-MNI Executive	Standard	185,222		\$3,334.00	08/20/07	09/02/07
AOL.com	Dallas, TX	Geo-Targeted Run-of-MNI News	Standard	185,167		\$3,333.00	08/20/07	09/02/07
Dallas Market Totals:				555,611	\$18.00	\$10,001.00		
AOL.com	San Antonio, TX	Geo-Targeted Run-of-MNI Family	Standard	185,167		\$3,333.00	08/20/07	09/02/07
AOL.com	San Antonio, TX	Geo-Targeted Run-of-MNI News	Standard	185,167		\$3,333.00	08/20/07	09/02/07
AOL.com	San Antonio, TX	Geo-Targeted Run-of-MNI Executive	Standard	185,167		\$3,333.00	08/20/07	09/02/07
San Antonio Market Totals:				555,500	\$18.00	\$9,999.00		
Net Media Total:				1,111,111	\$ 18.00	\$20,000.00		

2. MNI Custom

- MNI Online creates a custom site recommendation based on the client's buying initiatives—target audience, geography, timing, budget.
- Minimum Spend: \$25,000 (net) per month, per campaign
 - Monthly minimum affords 1 national site **or** up to 4 local sites within 1 network
- Lead Time required: 5- business days for rates only

Property	DMA	Placement	Ad Unit Size	Estimated Impressions	Estimated Net CPM	Estimated Net Investment	Start Date	End Date
ABCNewc.om	Minnesota	Geo-Targeted Run-of-Site	Various	208,333	\$30.00	\$6,250	12/01/07	12/31/07
Minnesota Market Totals:				208,333	\$30.00	\$6,250		
ABCNewc.om	Iowa	Geo-Targeted Run-of-Site	Various	207,000	\$30.00	\$6,210	12/01/07	12/31/07
Iowa Market Totals:				207,000	\$30.00	\$6,210		
ABCNewc.om	Colorado	Geo-Targeted Run-of-Site	Various	207,000	\$30.00	\$6,210	12/01/07	12/31/07
Colorado Market Totals:				207,000	\$30.00	\$6,210		
ABCNewc.om	New Hampshire	Geo-Targeted Run-of-Site	Various	206,867	\$30.00	\$6,206	12/01/07	12/31/07
New Hampshire Market Totals				206,867	\$30.00	\$6,206		
Double Click Ad Serving						\$124		
Net Media Total:				829,200	\$ 14.78	\$25,000		

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3. MNI Online Local Search

- Minimum spend:
 - \$5,000 net media/ month for national campaigns (travel/real estate etc.)
 - \$1,000 net media per DMA per month for geo-targeted
- MNI Online provides custom recommendations for all clients based on their industry category, sub-category, and geographic target that may fall below the recommended minimum.
- Lead Time required: 1 - business day for budget recommendation only

4. MNI Email Blasts

- Consumer email addresses: \$210 CPM (net).
- Business email addresses: \$490 CPM (net)
- Minimum spend: \$5,000 net per blast (consumer or business addresses)
- Lead Time required: 1 – business day for counts only