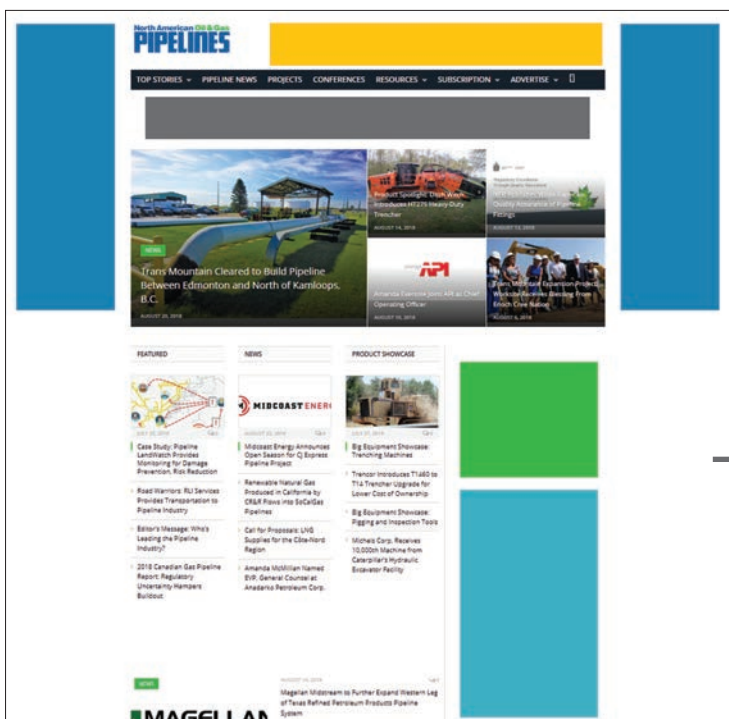


# Website

napielines.com



**5,959**  
Average Users per Month



**12,156**  
Average Pageviews per Month

## Banner Advertising

CPM Net Rate

- **Branded Background Skins\*** .....\$12,500 Annual  
1260 x 760 (optimized for 1280 wide browsers)  
1440 x 800 (optimized for 1400 wide browsers)  
Appears on the left and right side of the website page.
- **Leaderboard Banner** ..... \$90  
728 x 90
- **Large Leaderboard Banner** ..... \$100  
970 x 90
- **PushDown Banner** ..... \$125  
970 x 90  
Banner expands to 970 x 250
- **Standard Banner** ..... \$60  
300 x 250
- **Skyscraper Banner** ..... \$85  
300 x 600
- **Interstitial Ad** ..... \$200  
600 x 400  
Ad pops up while a user is browsing between pages.
- **Inline Banner** ..... \$125  
300 x 250  
Appears within the natural flow of editorial content on run of site.



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\*Please note, background skins are not guaranteed to show on mobile devices and tablets

Benjamin Media uses Google DFP for all ad impressions. Ads and impressions are tracked when possible. Advertisers using a third-party service are responsible for tracking their own banner ad clicks.