

2010 Online Rates

Targeted Online Advertising

Impressions	CPM	Cost
100k	\$75	\$7,500
250k	\$65	\$16,500
500k	\$55	\$27,500
1 million	\$45	\$45,000
2 million	\$35	\$70,000
3 million	\$30	\$90,000

Targeting Options:
 Section
 Industry
 Page(s)
 Geo (city, state, zip)
 Day part

ROADBLOCK

Duration	Total Cost
One day	\$3,500
Full week	\$16,500

TOOLS SPONSOR

1 month exclusive	\$5,500
12 month exclusive	\$55,000

SEARCH SPONSOR

1 month exclusive	\$11,000
12 month exclusive	\$110,000

MOBILE

1 month exclusive	\$5,500
3 month exclusive	\$15,000

WEBINARS

level 1	\$25,000
level 2	\$15,000
level 3	\$10,000

WHITE PAPERS

Level 1	\$15,000
Level 2	\$12,500
Level 3	\$5,000
Level 4	\$2,500

Effective Oct 1, 2009
 PLEASE NOTE: All rates are gross



2010 Video Rates

VIDEO

Video is one of the enhanced features available at crainsnewyork.com. Crain's posts video from our popular events, video interviews with New York's business leaders, exclusive coverage of industry events and more. Other enhanced editorial features online include the 40 Under 40 profile pages, photo slideshows, 100 Most Influential Women in New York City business profiles and more.

SPONSORSHIP COSTS:

Events/Forums	\$12,500 per event
Interview Series	\$25,000 per month
Features	\$25-\$50k per feature

CRAIN'S VIDEO EXAMPLES ON CRAINSNEWYORK.COM

crain's new york business.com

40 Under 40 Breakfast Forums REBNY More... My Favorites

Speaker Quinn on West Side development

At a Crain's breakfast forum, City Council Speaker Christine Quinn says she hopes significant progress can be made on all three major West Side developments: Hudson Yards, Moynihan Station and the Javits Center.

Breakfast Forum with Christine Quinn—event video footage

100 Crain's Most Influential Women in NYC business

Previous Article TREND GURU FASHIONS MINI-EMPIRE Stefani Greenfield Scoop NYC

Stefani Greenfield, 40, leads the design team for Scoop's private label and co-owns 13 stores in nine cities worldwide. Sales figures for her stores are impressive, ranging from \$1,000 to \$2,000 per square foot annually. She appears on The Today Show as a fashion expert and is collaborating with the Home Shopping

Next Article >>

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Nisha Zagat Zagat Survey

Reduce your company's carbon footprint with TransitChek

100 Influential Women in NYC Business—profile pages

Crain's 40 Under 40 Alumni

2008 2007 2006 2005 2004
2002 2001 2000 more... 2003

Forty Under 40

Chris Lighty, 36
Violator Management / Brand Asset Group
Founder and Chief Executive

Theogallery Video

40 Under 40 > 2008 > Chris Lighty

As the eldest of six kids with a single mother who worked several jobs to survive in the Bronx River Projects, Chris Lighty was a carefree kid at a young age. That responsibility made him determined to move up quickly.

When you're growing up in the Reagan era, you really learn the value of a food stamp—and you never want to go back there," the music industry pioneer says.

His exit strategy from "crack city" was the music business. Though

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40 Under 40—Online profile pages of the past 21 years, now featuring video

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40 Under 40 Breakfast Forums REBNY More... My Favorites

Wealthy New Yorkers

Michael Flint
Regional Director of Operations

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Wealthy New Yorkers—print report with companion online video

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