

# STIMULANT / ONLINE RATE CARD

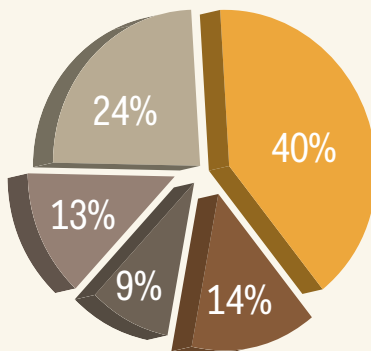
EFFECTIVE / JULY 2017

LEADERBOARD / 964w x 90h max 1MB / \$90 CPM

- HOME
  - ABOUT US
  - ADVERTISING
  - CONTACT US
  - CAREERS
  - SECTIONS
- Custom Se Search

BANNER / 468w x 60h max 40KB

- Advertisers and Marketers
- Advertising Agencies
- Media
- Creative
- Other



**Stimulant's mission is simple:** To inspire advertising creativity. Traffic is driven to the site through two weekly e-newsletters on Mondays and Wednesdays.

The site is used as both a benchmarking and research tool—a way to see who's doing great work, and to gauge the quality of their own.

Stimulant reaches a wide range of people, from agency creatives to marketers and media buyers—anyone whose profession involves marketing and creativity.

All in all, the Stimulant newsletters and website are an effective way to reach an influential, engaged audience. There's simply nothing else like it.

SIZE	Weekly	1 Month	3 Months
Leaderboard	\$750	\$1500	\$3000
Rectangle	500	1000	2250
Banner	500	1000	2250
Half Page	600	1200	2500

MEDIUM RECTANGLE  
300w x 250h max 1MB

15,000  
IMPRESSIONS  
PER MONTH

HALF PAGE  
300w x 600h max 1MB

CONTACT

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**LEADERBOARD** / 728w x 90h max 40KB

HOME

ABOUT US

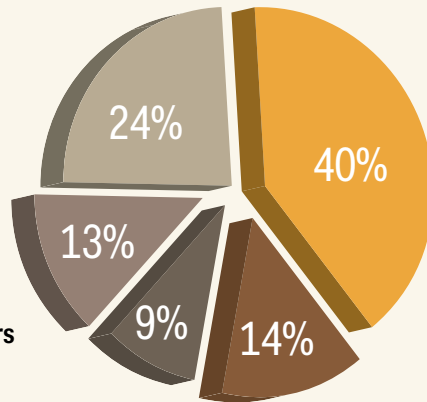
ADVERTISING

CONTACT US

SECTIONS

Search

**BANNER** / 468w x 60h max 40KB



- Advertisers and Marketers
- Advertising Agencies
- Media
- Creative
- Other

**MEDIUM RECTANGLE**  
300w x 250 max 40KB

**14,000  
CIRCULATION**

*Stimulant* is a creativity portal, targeted to a diverse audience spanning marketers and creative agencies – anyone whose profession involves creativity and marketing. Through two weekly eNewsletters on Mondays and

Wednesdays, *Stimulant* curates the best advertising at home and abroad, along with a jumble of innovative, brilliant stuff that's not directly tied to advertising, but meant to inspire creative ideas.

SIZE	1-5 Issues	6-20 Issues	21-61+ Issues
Leaderboard (728x90)	\$475	\$450	\$425
Rectangle (300x250)	450	425	400
Banner (460x60)	425	400	375

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