



BBC Digital Ratecard 2014

Cost per Thousand (CPM): US\$ Gross
INTERNATIONAL



BBC.COM (all digital screens)

AD SLOT	LEADER BOARD	MPU	IAB HALF PAGE	CASCADE	IAB BILLBOARD	OPA PUSHDOWN	WALL PAPER	INTERSTITIAL	VIDEO
DIMENSIONS	728x90/ 970x90/ 300x50	300x250	300x600	940x230 (x3)	970x250	970x66(418)	1x1	OUT OF PAGE	512x288 + 300x250
BBC.COM - ROS	30	40	70	N/A	N/A	N/A	N/A	N/A	70
HOMEPAGE	40	55	80	110	100	90	100	110	N/A
NEWS HOME	40	55	80	N/A	100	90	N/A	110	N/A
NEWS	40	55	80	N/A	100	90	N/A	N/A	90
BUSINESS	60	80	100	130	110	100	N/A	130	100
SCIENCE & ENVIRONMENT	50	70	90	120	110	100	N/A	120	90
TECHNOLOGY	50	70	90	120	110	100	N/A	120	90
ENTERTAINMENT	40	55	80	110	100	90	N/A	110	90
SPORT	40	55	80	110	100	90	100	110	90
WEATHER	40	55	80	N/A	100	N/A	100	N/A	90

Billboard / Pushdown / Cascade / Portrait / Wallpaper available as a buyout only.

BBC FEATURE SITES

AD SLOT	LEADER BOARD	MPU	IAB HALF PAGE	CASCADE*	IAB BILLBOARD (+ PARALLAX ON EARTH)	OPA PUSHDOWN	WALL PAPER	INTERSTITIAL	VIDEO
DIMENSIONS	728x90/ 970x90/ 300x50	300x250	300x600	940x230 (x3)	970x250	970x66(418)	1x1	OUT OF PAGE	512x288 + 300x250
BBC AUTOS - ROS	50	70	90	N/A	N/A	N/A	N/A	N/A	75
BBC AUTOS - SECTION / COLUMN	60	85	110	130	120	110	120	130	90
BBC CAPITAL / CULTURE / EARTH / FUTURE / TRAVEL - ROS	60	85	110	N/A	N/A	N/A	N/A	N/A	90
BBC CAPITAL / CULTURE / EARTH / FUTURE / TRAVEL - SECTION / COLUMN	70	100	130	150	120	110	120	150	110

*Not available on BBC Earth.

BBC APPS

AD SLOT	BANNER	INTERSTITIAL	VIDEO
DIMENSIONS	VARIOUS	VARIOUS	VARIOUS
BBC NEWS APP - SMARTPHONE	35	100*	75
BBC NEWS APP - TABLET/KINDLE	50	150*	75
BBC NEWS APP - IPTV	N/A	N/A	75
BBC SPORT APP - SMARTPHONE	35	N/A	N/A
BBC SPORT APP - TABLET	N/A	100	N/A

*available on iPhone and iPad only

BBC WORLD SERVICE LANGUAGE NEWS SITES

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

SPONSORSHIP & OTHER OPPORTUNITIES

SPONSORSHIP BUTTONS ARE AVAILABLE ON HOMEPAGE MODULES, MARKET DATA, ENTERTAINMENT, SPORT AND BBC FEATURE SITES. SPONSORSHIP OF A SECTION IS ONLY AVAILABLE AS PART OF A BUYOUT OF LEADERBOARD AND MPU. PLEASE CONTACT YOUR REP FOR FURTHER INFORMATION.

ADDITIONAL TARGETING

ADDITIONAL TARGETING FOR BBC.COM AND BBC WORLD SERVICE	
COUNTRY TARGETING	+15%
DEVICE TARGETING	+20%
AUDIENCE SEGMENTS (1 ST PARTY)	+20%
AUDIENCE SEGMENTS (3 RD PARTY)	POA
BUYOUT	+30%