



General Advertising Rates

Jan-08

Product	Run-of-Professional	Corporate Executives	Finance Professionals	Sales Professionals	Entrepreneurs	IT Professionals	Small Business Professionals	Custom Target
300x250	\$ 45.00	\$ 63.00	\$ 63.00	\$ 63.00	\$ 63.00	\$ 67.50	\$ 67.50	\$ 76.50
160x600	\$ 45.00	\$ 63.00	\$ 63.00	\$ 63.00	\$ 63.00	\$ 67.50	\$ 67.50	\$ 76.50
728x90	\$ 30.00	\$ 42.00	\$ 42.00	\$ 42.00	\$ 42.00	\$ 45.00	\$ 45.00	\$ 51.00
Text Link	\$ 12.00	\$ 16.80	\$ 16.80	\$ 16.80	\$ 16.80	\$ 18.00	\$ 18.00	\$ 20.40

e Gross CPMs (Cost Per Thousand Impressions)

Run of Professional: Target all professionals on LinkedIn

Corporate Executives: LinkedIn Professionals who have identified themselves as Directors & Above at a Company with more than 1000 employees

IT Professionals: LinkedIn Professionals who have identified themselves as IT Professionals

Small Business Managers: LinkedIn Professionals who have identified themselves as Directors & Above at a Company with fewer than 200 Employees

Financial Services Professionals: LinkedIn Professionals who have identified themselves as Job Function: Finance

Sales Professionals: LinkedIn Professionals who have identified themselves as Job Function: Sales

Entrepreneurs: LinkedIn Professionals who have identified themselves as Owner at a Company with less than 50 employees