

ABOUT Startup Nation (startupnation.com)

How Does StartupNation Price Online Banner/Display Advertising?

StartupNation uses a Cost-Per-Thousand ad impressions model, also known as a CPM, to sell online inventory. Sponsorship costs have this CPM rolled into the full monthly/quarterly cost, since sponsorships contain many elements to execute beyond a straight banner campaign.

What is an Ad Impression?

An *Ad Impression* occurs whenever a visitor to the StartupNation.com sees your ad. One visualization of your ad by a visitor counts as one ad impression.

What is a Page View?

A *Page View* is each time a page is viewed on a particular web site.

What is a Unique Visitor?

A *Unique Visit* occurs the first time that you visit StartupNation online in a given month. Any subsequent visits from the same computer are not counted as a unique visit within that particular month. For example, if you visit StartupNation each day of a particular month from your home computer, you are only counted as one unique visit.

Note: Additional interactive terminology can be found through the [Interactive Advertising Bureau](#) web site.

If I Want to Advertise My Product on StartupNation, How Do I Calculate the Ad Impressions I Would Receive, Based on My Budget?

$\$ \$ (\text{Budget}) \div \text{CPM} \times 1000 = \text{Number of Ad Impressions You Would Receive}$

Where Would I Be Able to Place My Ads on StartupNation?

For display advertising, we currently schedule your ads Run-of-Site, based on inventory available for the dates that you would like to run. Targeted ad placements are included in title sponsorships only. A targeted placement occurs when an ad is only displayed within a specific area of the site.

What is "Run-of-Site"?

Run-of-Site placement enables your ad to appear throughout the site, in a random fashion. In other words, there is no guarantee of where your ad will be placed, other than on StartupNation.com.

What Ad Sizes Are Available on StartupNation.com?

Currently, StartupNation runs 160x600 Skyscraper; 300x250 Island; 180x150 Island; 300x600 Half Page ad sizes. Specific areas of the site may not display all ad sizes, so it is best to check with StartupNation in regard to where specific ad sizes are placed. To see an example of these ad sizes, please visit the [Interactive Advertising Bureau](#) web site.

Why do StartupNation CPM's vary by size?

Our CPM's vary based on the size of the ad, the % of inventory available and CTR range of a particular size

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