

ASSET	PRODUCT	TYPE	RATECARD	
PODCAST	Pre roll 15 (30% premium for 30")	CPM	\$40	
	Mid roll 15 (30% premium for 30")	CPM	\$30	
	Post roll 15 (30% premium for 30")	CPM	\$25	
	Host read (host voiced commercial)	CPM	\$80	
	Editorial Show Integration	CPM	\$120	
	Sponsorship	CPD	60c	
	Push Notification	One 'push message' to iHeart App users		\$7,800
MUSIC	Artist radio	CPM	\$30	
	Sponsored Listening	Tenancy	POAP	
RADIO	15" – Run of Site	CPM	\$25	
	30" – Run of Site	CPM	\$25	
	45" - Run of Site	CPM	\$37.5	
	60" - Run of Site	CPM	\$50	
	Run of Station	CPM	\$25	
	Audio Pre-roll	CPM	\$50	
	Content Break		POAP	
	Dynamic Creative Execution	% Load on base CPM	CPM + 30%	
	Surround Sound Execution	% Load on base CPM	CPM + 30%	
	Sequential targeting	% Load on base CPM	CPM + 20%	
	Headphone Listening	% Load on base CPM	CPM + 20%	
	Listener Context	% Load on base CPM	CPM + 20%	
	Smart Speaker targeting	% Load on base CPM	CPM + 20%	
	TARGETING			
	Geographic	% Load on base CPM	CPM + 10%	
	Demographic exclusion	% Load on base CPM	CPM + 10%	
	Day part targeting (time/day)	% Load on base CPM	CPM + 10%	
	Device	% Load on base CPM	CPM + 10%	
Audio Pixel	% Load on base CPM	CPM + 10%		
Second Screen	Display Banner (in conjunction with audio)	NO LOAD		
Shake Me	% Load on base CPM	CPM + 20%		

ASSET	PRODUCT	TYPE	RATECARD
DISPLAY	Weekly Showcase	Roadblock – 1 week	\$6,000
	Rectangle	CPM	\$12
	Video Pre-roll	CPM	\$50
	Mobile Banner	CPM	\$12
DIRECT/ OWNED CHANNELS	EDM Display	CPM	\$35
	Sponsored content within EDM	CPM	\$60
	Solus EDM	CP Email	50c
	In-app message	CPM	\$140
	Content Card	CPM	\$140
	Push Notification	CP Notification	80c

CPM - cost per impression

CPD - cost per download

CPW - cost per week