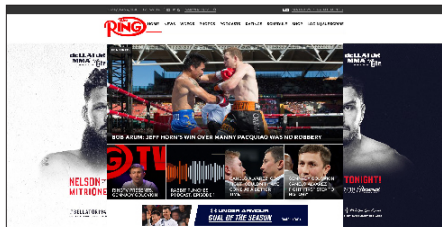




MEDIA KIT

MEET YOUR ADVERTISING GOALS WITH OUR CUSTOM GUTTER WEB AD



HEAVYWEIGHT: \$30,000

2 Week Commitment

- Custom Gutter Ad + 728*90 Banner: Run Of Site
- Utilization Of A Promotional Video On Ringtv.com
- Advertorial/Press Release On Ringtv.com
- 1x Cover 3 Ad In The Ring Print Magazine
- Transitional Ad In The Ring Digital Edition

MIDDLEWEIGHT: \$15,000

1 Week Commitment

- Custom Gutter Ad + 728*90 Banner: Run Of Site
- Utilization Of A Promotional Video On Ringtv.com
- Advertorial/Press Release On Ringtv.com
- 1x Full Page Ad In The Ring Print Magazine
- Transitional Ad In The Ring Digital Magazine

LIGHTWEIGHT: \$2,000

3 Day Commitment

- Custom Gutter Ad + 728*90 Banner: Run Of Site
- Utilization Of A Promotional Video On Ringtv.com
- Advertorial/Press Release On Ringtv.com
- Transitional Ad In The Ring Digital Edition

Print rates effective with August 2020 Issue. All rates are gross, before agency commission. These rates and all advertising transactions are subject to The Ring's Copy & Contract Regulations. Rates include the digital edition URL insertion.

RingTV.com Rates

4 Week Commitment

Page Section	Run of Site	Home Page	Ratings Page	News	Video
728*90	\$6,250	\$6,250	\$6,000	\$4,000	TBD
300*250	\$4,500	\$3,500	\$4,500	\$2,250	TBD
160*600	NA	NA	NA	\$2,250	TBD
468*60	NA	NA	NA	\$2,500	TBD
200*200	\$2,500	NA	NA	NA	TBD
1920*470	\$18,750	\$15,000	NA	NA	TBD
Custom	TBD	TBD	TBD	TBD	TBD

12 Week Commitment

Page Section	Run of Site	Home Page	Ratings Page	News	Video
728*90	\$13,500	\$10,800	\$12,960	\$8,640	TBD
300*250	\$9,450	\$7,560	\$9,072	\$6,048	TBD
160*600	NA	NA	NA	\$6,048	TBD
468*60	NA	NA	NA	\$5,184	TBD
200*200	\$5,400	NA	NA	NA	TBD
1920*470	\$40,500	\$32,400	NA	NA	NA
Custom	TBD	TBD	TBD	TBD	TBD

26 Week Commitment

Page Section	Run of Site	Home Page	Ratings Page	News	Video
728*90	\$27,625	\$22,100	\$26,520	\$17,680	TBD
300*250	\$19,338	\$15,470	\$18,564	\$12,376	TBD
160*600	NA	NA	NA	\$12,376	TBD
468*60	NA	NA	NA	\$10,608	TBD
200*200	\$11,050	NA	NA	NA	TBD
1920*470	\$82,875	\$66,300	NA	NA	NA
Custom	TBD	TBD	TBD	TBD	TBD

52 Week Commitment

Page Section	Run of Site	Home Page	Ratings Page	News	Video
728*90	\$52,000	\$41,600	\$49,920	\$33,280	TBD
300*250	\$36,400	\$29,120	\$34,944	\$23,296	TBD
160*600	NA	NA	NA	\$23,296	TBD
468*60	NA	NA	NA	\$19,968	TBD
200*200	\$20,800	NA	NA	NA	TBD
1920*470	\$156,000	\$124,800	NA	NA	NA
Custom	TBD	TBD	TBD	TBD	TBD

Print Magazine/Digital Edition Rates

Rates	1x	3x	6x	9x	12x
Full page	\$1,990	\$1,750	\$1,625	\$1,500	\$1,375
2-page spread	\$3,980	\$3,500	\$3,250	\$3,000	\$2,750
1/2 p	\$925	\$875	\$800	\$750	\$700
1/3 p	\$725	\$700	\$675	\$600	\$525
Cover 2/Page 1	\$2,375	\$2,200	\$2,100	\$2,000	\$1,900
Cover 3	\$2,375	\$2,200	\$2,100	\$2,000	\$1,900
Cover 4	\$2,750	\$2,650	\$2,500	\$2,375	\$2,200



Combo Rates

Print Rates	1 month	12 months (total)
Full page	\$1,990	\$1,375 (\$16,500)
Web Run of Site	1 month	12 months
728*90	\$6,250	\$52,000
Total	\$8,240	\$78,500
(20%) Discount	(\$1,648) \$6,592	(\$15,700) \$62,800