

Ellen's Estimated Average Cost Per 1000 Adult Impressions (CPM's) in Washington

TELEVISION	CPM (\$)
Combined Broadcast Television Networks (by daypart)	
Early Morning	17
Daytime & Early Fringe	15
Early News	21
Prime Access & Primetime	30
Late News	23
Late Fringe	16
Spanish Language Broadcast Television*	41
*Mix of daytime and primetime	
Combined Cable Network Groups	
News: Daytime	37
News: Primetime	74
Entertainment: Daytime	21
Entertainment: Primetime	43
Sports: Daytime	30
Sports: Primetime	59
Lifestyle/Info-tainment: Daytime	22
Lifestyle/Info-tainment: Primetime	45
Other/Niche: Daytime	24
Other/Niche: Primetime	49

Cable Network Groups

Cable News networks such as CNN, MSNBC, Fox News Channel, CNBC, and NewsChannel8/TBD.

Entertainment networks such as TBS, TNT, USA, Comedy Central, Lifetime, FX, and A&E.

Sports networks such as ESPN, ESPN2, Fox Sports Net, Golf, and Speed Channel.

Lifestyle & Info-tainment networks such as HGTV, Food Network, History, Discovery, and Travel Channel.

Other/Niche networks such as Galavision, BET, Adult Swim, G4, Spike, VH1, MTV, and MTV2.

RADIO	CPM (\$)
Combined Radio Formats**	
Newstalk	43
Urban	19
Adult Contemporary, Country and Rock	26
Hispanic	35
Sports	57
**Mix of drivetime and daytime	

PRINT	CPM (\$)
Full Page B&W Ad	
Washington Post	64
Other Local Daily Newspapers	46

INTERNET	CPM (\$)
Display Banner Ads Combined Categories	
Local DC Media Websites	14
National Websites (Geotargeted to only DC DMA users)	13
Social Media Websites	8
Video Websites	22
Search Advertising (estimated average \$2 cost per click)	n/a

OUTDOOR	CPM (\$)
Billboards	4
Transit Ads (Buses, Metro Stops, etc.)	3

Combined Internet Site Types

MyFoxDC.com, and NBCWashington.com

Social Media Websites such as Facebook and MySpace.

National Websites such as CNN.com, WSJ.com, FoxNews.com, MSNBC.com, ABCNews.com, ESPN.com, HuffingtonPost.com, and DrudgeReport.com.