

WHAT IS THE CPM THAT ESP'S CHARGE THEIR CLIENTS?

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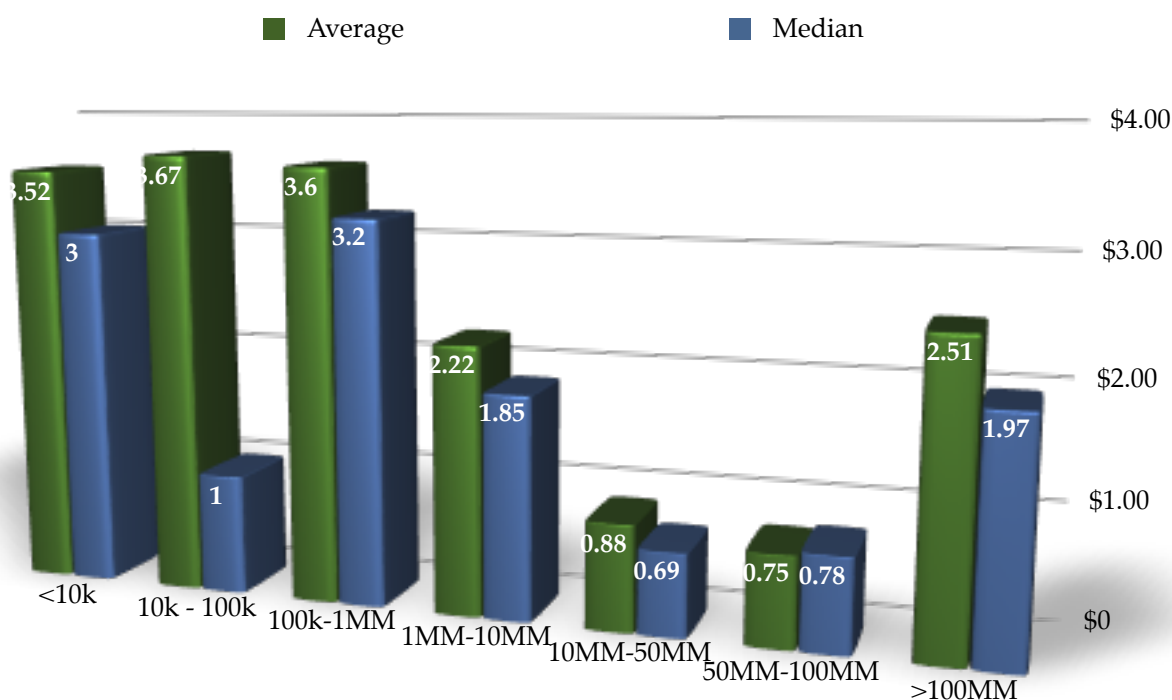


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This Report was based on a poll taken July 2013 and is based on 49 responses. A few outliers were eliminated from the results as they did not seem in line with the rest of the data.

Average and Median CPM prices based on Monthly Volume

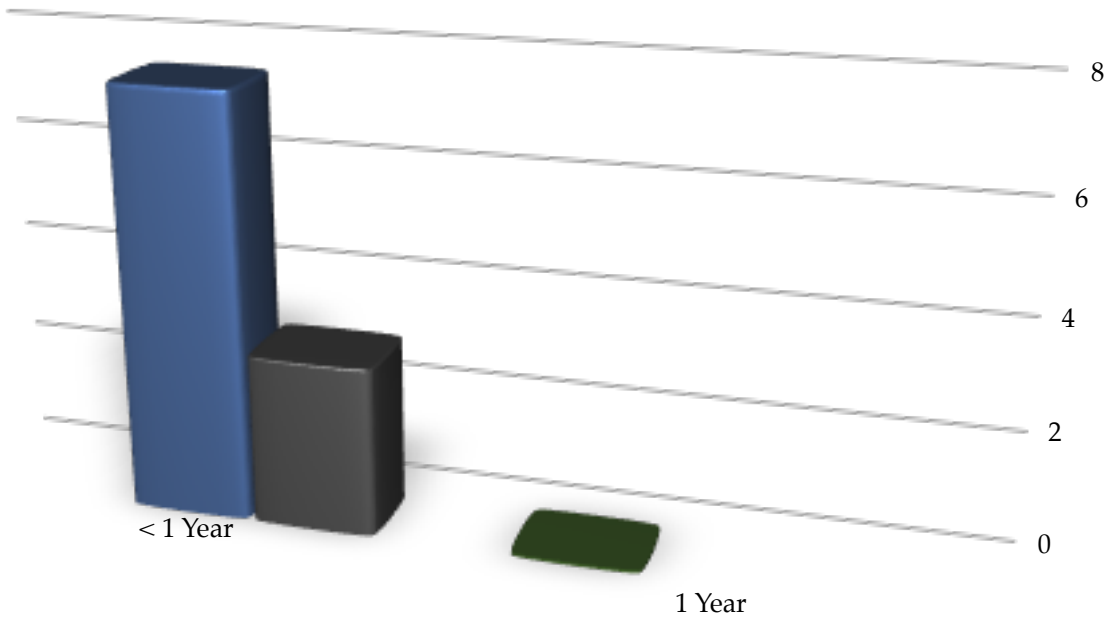


Average and Median CPM prices based on monthly volume

The Chart above shows the Average and Median CPM that ESP's charge clients based on monthly volume. The table below also includes the standard deviation (high deviation indicates a wide range of CPM prices), the minimum and the maximum CPM's that clients report. Note the increase in CPM once we get over 100MM.

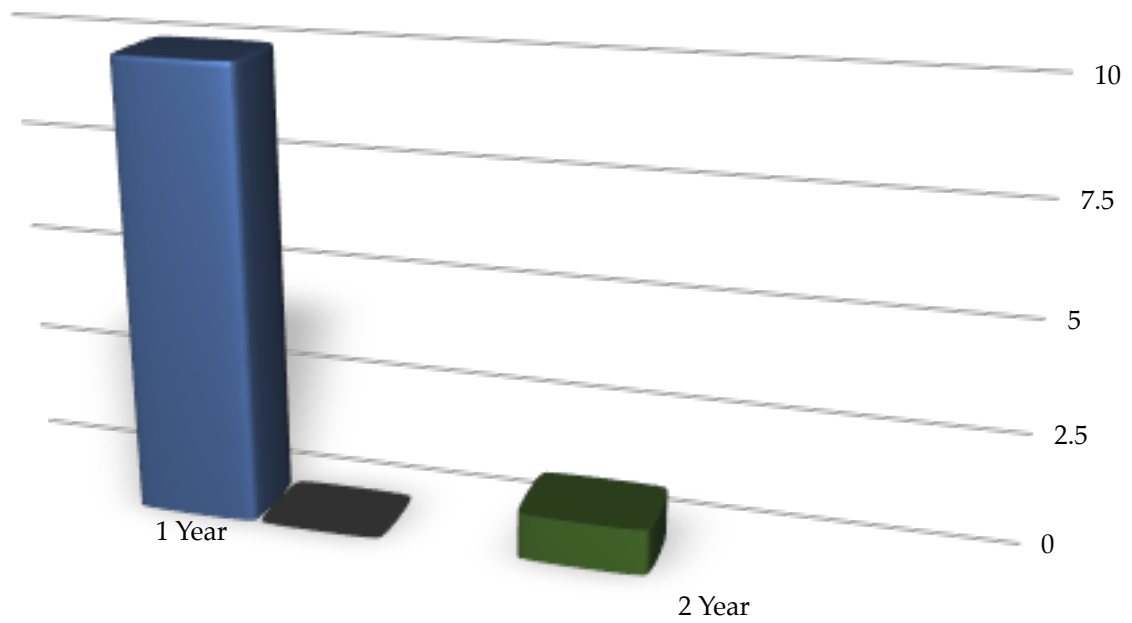
	Less than 10k	10k-100k	100k - 1MM	1MM to 10MM	10MM to 50MM	50MM-100MM	Over 100MM
Average	\$3.52	\$3.67	\$3.60	\$2.22	\$0.88	\$0.75	\$2.51
Median	\$3	\$1	\$3.20	\$1.85	\$0.69	\$0.78	\$1.97
Standard Deviation	\$3.75	\$5.50	\$2.23	\$1.42	\$0.94	\$0.24	\$1.80
Min	\$0.05	\$0.01	\$1.60	\$0.50	\$0.09	\$0.48	\$1.10
Max	\$7.50	\$10	\$6	\$5	\$3	\$0.95	\$5

CPM Prices Less than 10,000 a month sorted by Contract Length



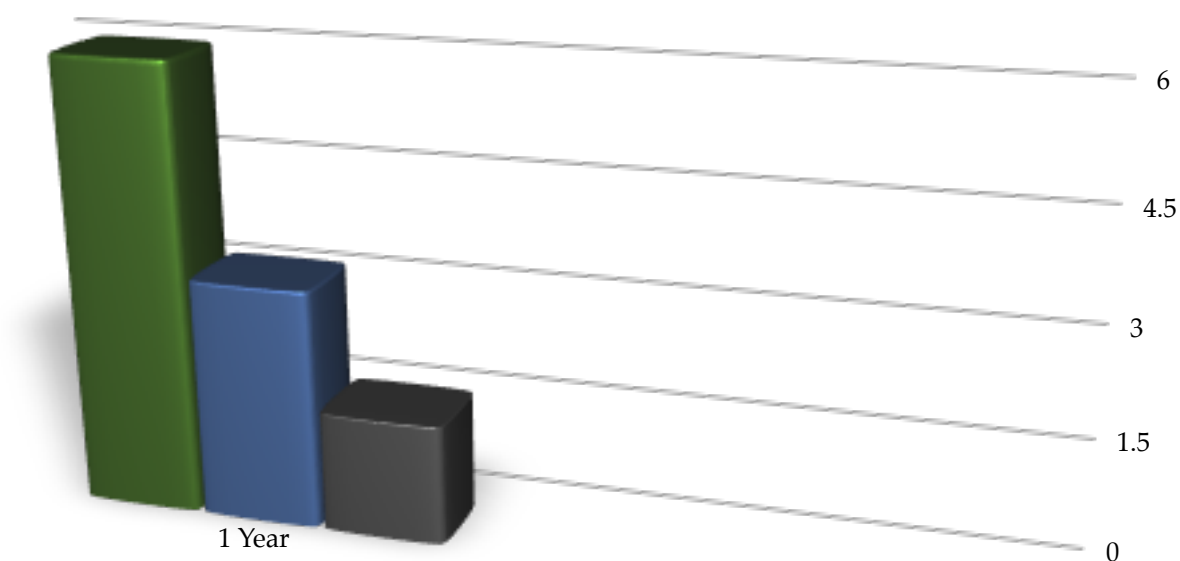
CONTRACT LENGTH	CPM
<1 Year	\$7.50
<1 Year	\$3.00
1 Year	\$0.05

CPM Prices 10k-100k a month sorted by Contract Length



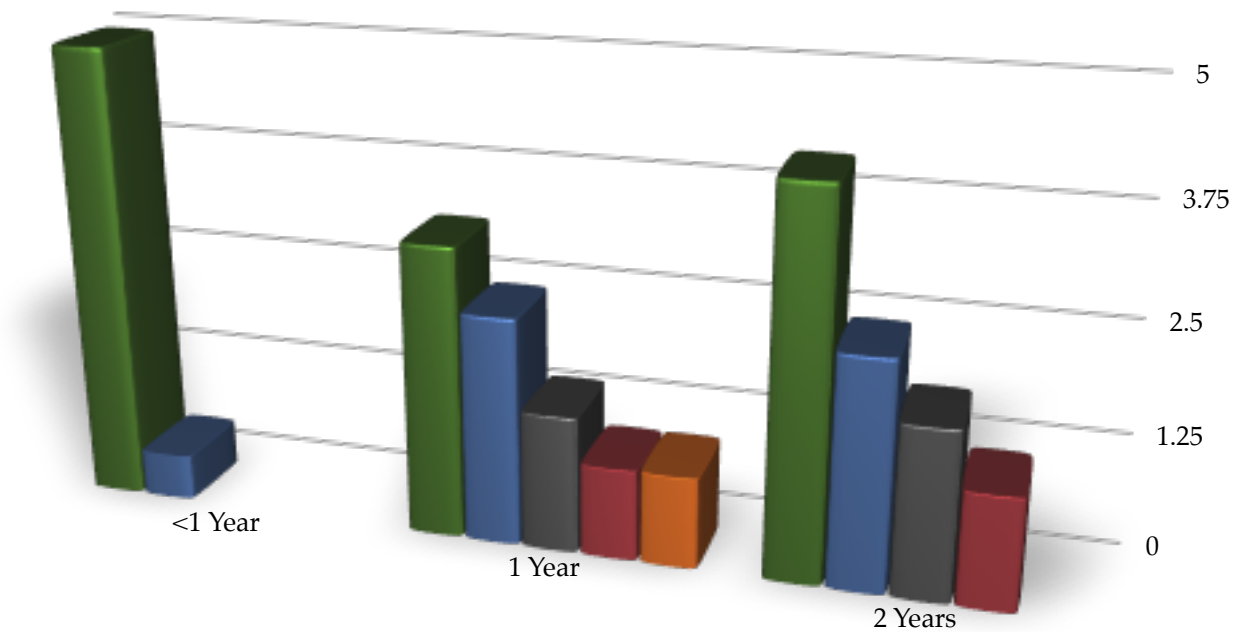
CONTRACT LENGTH	CPM
1 Year	\$0.01
1 Year	\$10.00
2 Year	\$1.00

CPM Prices 100k-1MM a month sorted by Contract Length



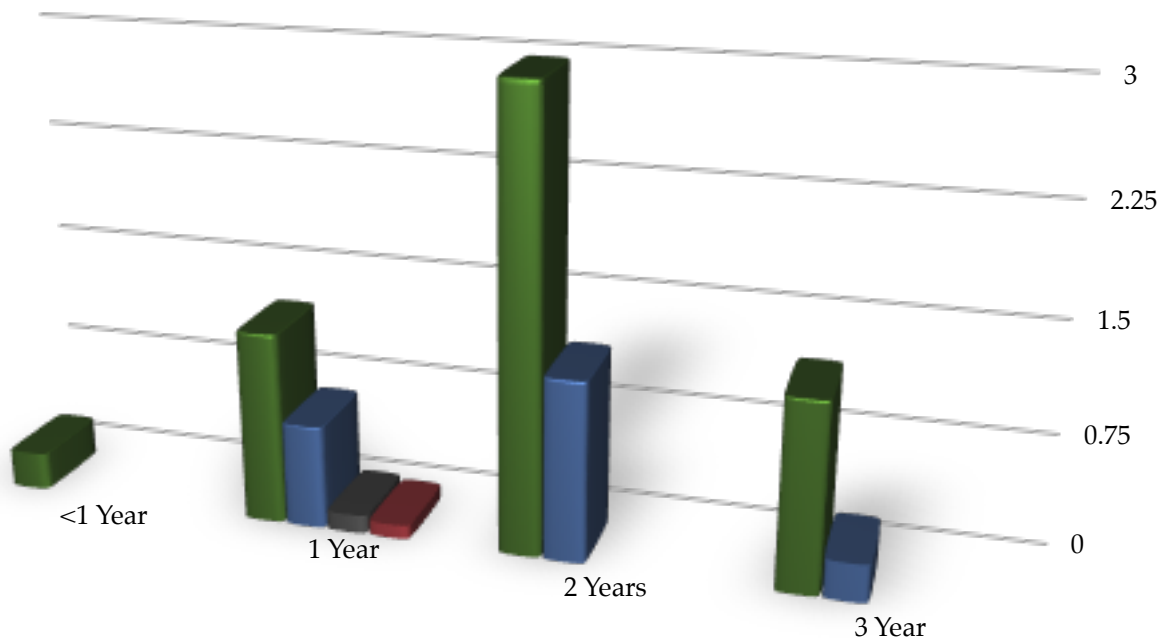
CONTRACT LENGTH	CPM
1 Year	\$1.60
1 Year	\$6.00
1 Year	\$3.20

CPM Prices 1MM-10MM a month sorted by Contract Length



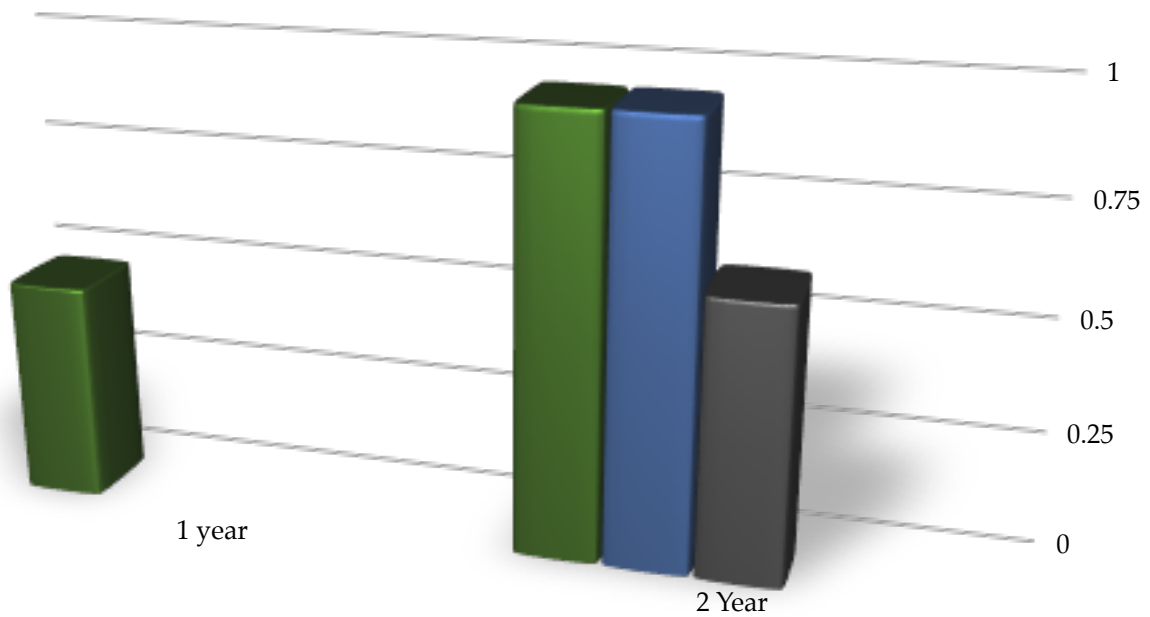
CONTRACT LENGTH	CPM
<1 Year	\$5.00
<1 Year	\$0.50
1 Year	\$3.20
1 Year	\$2.50
1 Year	\$1.50
1 Year	\$1.00
1 Year	\$1.00
2 Year	\$4.17
2 Year	\$2.50
2 year	\$1.85
2 Year	\$1.23

CPM Prices 10MM-50MM a month sorted by Contract Length



CONTRACT LENGTH	CPM
<1 Year	\$0.25
1 Year	\$1.28
1 Year	\$0.69
1 Year	\$0.12
1 Year	\$0.09
2 Year	\$3.00
2 Year	\$1.20
3 Year	\$1.25
3 Year	\$1.12

CPM Prices 50MM-100MM a month sorted by Contract Length



CONTRACT LENGTH	CPM
1 Year	\$0.25
2 Year	\$1.28
2 Year	\$0.69
2 Year	\$0.12
2 Year	\$0.09