



*The Bleeping Herald* is a monthly online newsletter officially associated with the filmmakers of *What the BLEEP Do We Know?!* It has a double opt-in subscriber base of approximately 95,000. Its primary focus is consciousness studies, and the bridging of science and mysticism, and social sustainability. See the latest issue at [www.bleepingherald.com](http://www.bleepingherald.com)

The Herald provides pinpoint targeting of the LOHAS, or Cultural Creative demographic, the huge fan base of *What The BLEEP Do We Know* followers, and anyone with web access interested in science, spirituality, health and wellness, and social sustainability. Unique visitor averages around 129,000 per month. Total monthly page views average around 900,000. Click through rates average higher than industry standard. Page views on the server have a good mix of inside pages and the home page. The publication averages 12-14 pages in length. Average page depth per visit: 7 pages  
A more detailed demographic survey is in the works and will be mailed out to current subscribers.

**All ads** remain on the website for one month and then are archived on the site. We offer a 5% discount on a 3-month placement. We also offer a 10% discount on any interior ad if you place an ad on the front page mailer/home pages as well. Rates are as follows:

#### **E-MAILER & HOME PAGE**

**Top Right:** 2 spots (one on mailer page, one on homepage) 22K max file size 150p x 300p  
**\$10/CPM** (Based on current subscription numbers this comes to \$950)

**Middle and Lower Right:** 2 (one mailer, one homepage) spots 22K max 150p x 300p  
**\$9/CPM** (\$855)

**Bottom of page banner:** 1 spot 22K max 450p x 100p **\$9/CPM** (\$855)

#### **INTERIOR PAGES**

**Top Right:** 2 spots, (interior pages of choice) 22K max file size 150 x 300 **\$6/CPM** (\$570)

**Middle and Lower Right:** 3 spots (interior pages of choice) 22K max 150 x 300  
**\$5/CPM** (\$475)

**Bottom of page banner:** 1 spot (page of choice) 450p x 100p **\$5/CPM** (\$475)

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