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Media	Published Rate	Gold Sponsor Rate
<b>Six, Spread Advertisements</b> Premium position, 4C ads	\$142,620	\$114,000
<b>8-Page "Thought Leadership Profile"</b> Turnkey production of one custom collateral piece including 5,000 overruns and visibility on <a href="http://www.public-cio.com">www.public-cio.com</a> .	\$53,350 net	\$41,865 net
<b>Four Executive Roundtables</b> Participation in four exclusive <i>Public CIO</i> Executive Roundtables.	\$75,480 net	N/C
<b>12-Month Leaderboard Advertisement</b> Homepage/ROS leaderboard ad on <a href="http://www.public-cio.com">www.public-cio.com</a>	\$36,225 net	N/C
<b>Total</b>	<b>\$307,675</b>	<b>\$155,865</b>



**Gold Sponsors receive \$150,000 in savings off the published rates!**

*All prices gross unless otherwise specified.  
Rates effective January 1, 2008.*



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