

CPM for Staten Islander

Weekly Cost per ad	Monthly cost	Per 1K views at 480K monthly visitors
\$300.00	\$1,200.00	\$2.50
\$280.00	\$1,120.00	\$2.33
\$250.00	\$1,000.00	\$2.08
\$230.00	\$920.00	\$1.92
\$160.00	\$640.00	\$1.33
\$140.00	\$560.00	\$1.17
\$130.00	\$520.00	\$1.08
\$120.00	\$480.00	\$1.00
\$100.00	\$400.00	\$0.83
\$90.00	\$360.00	\$0.75
\$80.00	\$320.00	\$0.67
\$70.00	\$280.00	\$0.58
\$60.00	\$240.00	\$0.50
\$50.00	\$200.00	\$0.42
\$40.00	\$160.00	\$0.33
\$30.00	\$120.00	\$0.25
\$25.00	\$100.00	\$0.21
\$20.00	\$80.00	\$0.17
\$15.00	\$60.00	\$0.13
\$10.00	\$40.00	\$0.08
\$5.00	\$20.00	\$0.04
\$4.00	\$16.00	\$0.03
\$3.00	\$12.00	\$0.03
\$2.00	\$8.00	\$0.02
\$1.00	\$4.00	\$0.01

Market value is usually \$3-\$10 per 1000 visitors.