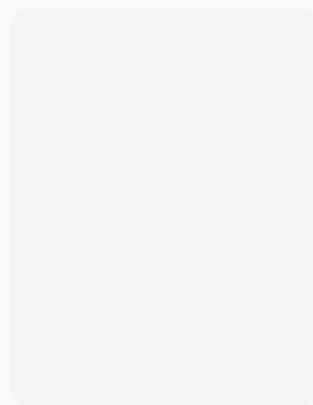
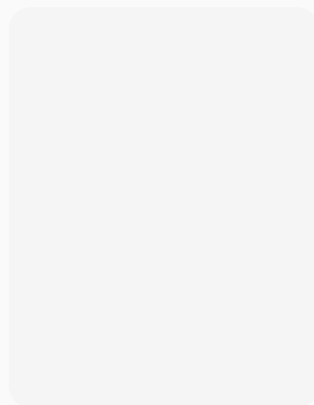
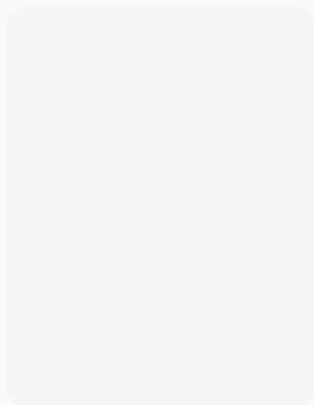
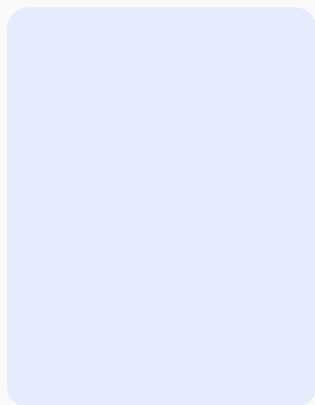


Rate card 2026

Every placement, with its price per thousand and its minimum.



01

Overview

A short summary opens every section, and the detail follows for anyone who wants it. Where a number moved, the note beside it says what moved it. Use the sections in order the first time, then return to the ones your team needs. Dates and owners are left blank on purpose, so the template can be reused.

The appendix lists every source, with the date it was last checked. Every figure in this document comes from the last four quarters of reporting. Use the sections in order the first time, then return to the ones your team needs. Dates and owners are left blank on purpose, so the template can be reused.

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The checklist at the end is the version we use on live projects. The examples are drawn from real briefs, with client details removed. Where a number moved, the note beside it says what moved it.

02

What changed

Nothing here depends on a particular tool, so it travels between teams. Each page is written to be read on its own, without the pages around it. Dates and owners are left blank on purpose, so the template can be reused. The checklist at the end is the version we use on live projects.

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