**ECC network rate card / Opportunities**

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|  | **CTR** | **PAGE VIEWS** | **CLICKS** |
| **1) Elhawanem.com** | 0.83% | 39.256 | 326 |
| **2) January-25.org** | 0.33% | 86.298 | 287 |
| **3) Myofferplace.com** | 0.79% | 2.399 | 19 |

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|  | **El Hawanem.com** | | | **January-25.org** | | | **Myofferplace.com** | | |
| Ad placements type | **CTR** | **PAGE VIEWS** | **Rate** | **CTR** | **PAGE VIEWS** | **Rate** | **CTR** | **PAGE VIEWS** | **Rate** |
| **Leaderboard** | 0.28% | 40.757 | 4 / CPM | 0.15% | 128,159 | 3 / CPM |  |  |  |
| **M. rectangle** | 0.55% | 5.476 | 8 / CPM | 0.19% | 109,122 | 5 / CPM |  |  |  |
| **Skyscraper** | 0.68% | 26.752 | 10 / CPM | -- | -- | -- |  |  |  |
| **Sponsorship** | 0.83% | 39.256 | 15.000 / MONTH | 0.33% | 86.298 | 8.000 / MONTH |  |  |  |
| **Rich media** |  |  |  |  |  |  |  |  |  |

**Opportunity 1:**

|  |  |
| --- | --- |
| **Ad placements type** | |
| **ElHawanem.com** | |
| **Skyscraper** | **leaderboard** |
| 26752/1000 \* 10 = 267 EGP/ month \* 26 = **6955 EGP/ month (max revenue)** | 40757/ 1000 \* 4 = 163 EGP/ month \* 40 = **6521 EGP/ month (max revenue)** |
| This rate depended on March visitor’s avg. (1373 visitor per day) | |
| **Estimated Earning**  In case visitor avg. per day (3000) affects the increase of total pageviews (ref: 26752 \* 3000 / 1373 = 58453 pageviews) | |
| **Skyscraper** | |
| 58453/1000 \* 10 = 584 EGP/ month \* 58 = **33902 EGP/ month (max revenue)** | |

Note: price can be changed depending on site rank