



## Zoe Rated TV Advertising Rates For 2022

**\$0.10** = Pre Roll CPI (Cost Per Impression)

**\$100.00** = Pre Roll CPM (Cost Per Thousand Impressions)

**\$1000.00** = Pre Roll Minimum CPM Package (10,000 Impression of your ad)

**\$0.075** = Mid Roll CPI (Cost Per Impression)

**\$75.00** = Mid Roll CPM (Cost Per Thousand Impressions)

**\$750.00** = Mid Roll Minimum CPM Package (10,000 Impression of your ad)

**\$0.05** = Post Roll CPI (Cost Per Impression)

**\$50.00** = Post Roll CPM (Cost Per Thousand Impressions)

**\$500.00** = Post Roll Minimum CPM Package (10,000 Impression of your ad)

### What are pre-roll ads?

A pre-roll ad is a video advertisement that plays before the content video. These ads are typically 6 seconds, 15 seconds or 30 seconds

It's possible that pre-roll video advertising may just be the most powerful form of marketing there is. Don't believe us? Take a look at these stats:

- Viewers retain 95% of a message when they watch it in a video compared to 10% reading a text.
- 52% of consumers believe watching a product video makes them more confident in [online purchase decisions](#).
- 59% of senior executives prefer video over text.

- Animated explanation videos increase conversion rates by at least 20%.

## What are mid-roll ads?

Mid-roll advertising refers to a video ad that plays in the *middle* of content, rather than before or after the publisher's video content.

## What are post-roll ads?

Post-roll advertising refers to a video ad that plays at the *end* of content, rather than before or middle video content.

## ONLINE ADVERTISING IS COSTS IN 2021

Platform	Average CPC	Average CPM
Google Search Ads	\$2.32	\$38.40
Google Display Ads	\$0.67	\$3.12
Facebook Ads	\$1.35	\$8.60
Instagram Ads	\$3.56	\$8.96
Twitter Ads	\$0.38	\$6.46
LinkedIn Ads	\$5.26	\$6.59
Pinterest Ads	\$1.50	\$30

## YOUTUBE ADVERTISING COSTS

Advertising on YouTube through Google Ads is typically done on a Cost Per View (CPV) basis, so it's a bit tough to compare on a CPM model. At **an average CPV of \$0.10**, you're looking at about \$100 per thousand VOLUNTARY ad views. And CPM for the first 5 seconds of the ad could be \$9.50 or less depending on how great (or terrible) your ad is. **Youtube ads average a \$3.21 CPC.**