

'11 DIGITAL RATE CARD

Effective January 1, 2011

RUN OF SITE (ROS)			
Impressions			CPM
200K	\$14,000	200K-499K	\$70
500K	\$34,000	500K-799K	\$68
800K	\$51,200	800K-999K	\$64
1000K	\$62,000	1000K-1199K	\$62
1200K	\$72,000	1200K+	\$60

PREMIUM ROS (HOME PAGE, LATEST NEWS, AGENCY NEWS)			
Impressions			CPM
200K	\$16,200	200K-499K	\$81
500K	\$39,000	500K-799K	\$78
800K	\$59,200	800K-999K	\$74
1000K	\$71,000	1000K-1199K	\$71
1200K	\$82,800	1200K+	\$69

HOME PAGE TAKEOVERS (HPTO), FIRST IMPRESSION TAKEOVERS (FITO) AND MORE							
	Full Week	Monday	Tuesday	Wednesday	Thursday	Friday	Weekend
Home Page Takeover	\$98,233	\$21,000	\$19,389	\$19,389	\$19,389	\$15,753	\$8,483
First Impression Takeover	\$67,480	\$16,625	\$13,734	\$13,734	\$13,734	\$9,440	\$3,765
First Impression Takeover Plus Home Page Takeover	\$149,384	\$33,863	\$29,487	\$29,487	\$29,487	\$22,674	\$12,248
First Impression Takeover Plus Home Page Takeover Ad Age and Creativity	\$248,343	\$51,763	\$47,387	\$47,387	\$47,387	\$40,574	\$26,916

HTML E-MAIL NEWSLETTERS		
	1 Week	4 Weeks
Ad Age Daily	\$17,325	\$62,370
Ad Age Digital (Tue, Thu)	\$8,215	\$29,574
Mediaworks	\$11,725	\$42,210
Ad Age China (Wed)		\$6,000
CMO Strategy (Wed)		\$11,500
Creativity (Mon, Tue, Wed)	\$7,000	\$25,200
CaT Newsletter (Thu)		\$5,200
Global (Thu)		\$5,000

DOLLAR VOLUME DISCOUNT (BASED ON ONLINE GROSS SPEND)	
	Discount
\$200K+	15%
\$125,000-\$199,999	10%
\$50,000-\$124,999	7%
\$10,000-\$49,999	5%

100K and above in print receive a 5% cross promotion discount for online advertising.

VIDEO (ALL PROGRAMS ARE FOR 4 WEEKS)	
Creativity Top 5	\$13,000

TEXT E-MAIL NEWS ALERTS		
	1x	4x
Breaking News Alerts	\$4,820	\$10,886

SPONSORSHIPS	
	12 Months
Special Reports	\$31,950
Multi-Day Event Coverage	\$58,825
Single Day Event Coverage	\$29,400

All rates are gross and subject to change

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