

'11 DIGITAL RATE CARD

Effective January 1, 2011

RUN OF SITE (ROS)

Impressions			CPM
100K	\$4,700	100K-199K	\$47
200K	\$9,000	200K-299K	\$45
300K	\$12,900	300K-499K	\$43
500K	\$20,000	500K-999K	\$40
1000K	\$37,000	1000K+	\$37

HOME PAGE TAKEOVERS (HPTO), FIRST IMPRESSION TAKEOVERS (FITO) AND MORE

	Full Week	Monday	Tuesday	Wednesday	Thursday	Friday	Weekend
Home Page Takeover	\$12,000						
First Impression Takeover	\$7,800						
First Impression Takeover Plus Home Page Takeover	\$17,900						
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 Newsletter (Thu)		\$5,000

DOLLAR VOLUME DISCOUNT (BASED ON ONLINE GROSS SPEND)

	Discount
\$100K+	20%
\$50,000-\$99,999	15%
\$25,000-\$49,999	10%
\$12,000-\$24,999	5%

VIDEO (ALL PROGRAMS ARE FOR 4 WEEKS)

Creativity Top 5	\$13,000
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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

CREAT
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