

e-Newsletters

Sent only to opt-in subscribers, our e-newsletters are a great tool to reach targeted prospects and customers, conducting a "Call-to-Action" campaign, announcing a new product or service or generating leads.

NEWSLETTER OPPORTUNITIES

Advertising & Branding

AdFreak Daily

Adweek Daily Digest,

Adweek TV Upfront

Brandweek Report

Technology Today

Television Today



e-Newsletters (continued)

Advertising & Branding

Monday – Friday

The biggest news in advertising and branding

Weekly Sends: 340,000

Weekly Net Sponsorship Cost	728x90 Leaderboard: \$9,900	300x250: \$9,500
	728x90 Anchor: \$3,900	
	100% SOV = \$27,500	50% SOV = \$18,500

Adweek Daily Digest

Monday – Friday

A recap of the top stories of the day

Weekly Sends: 180,000

Weekly Net Sponsorship Cost	728x90 Leaderboard: \$4,400	300x250: \$4,200
	728x90 Anchor: \$2,400	
	100% SOV = \$12,300	50% SOV = \$8,200

AdFreak Daily

Monday – Friday

The best and worst of creativity in advertising

Weekly Sends: 80,000

Weekly Net Sponsorship Cost	728x90 Leaderboard: \$2,000	300x250: \$2,000
	728x90 Anchor: \$1,000	
	100% SOV = \$5,000	50% SOV = \$3,000

Brandweek Report

Monday and Thursday (twice a week)

The brand marketer's source for news, data, insights and community

Weekly Sends: 51,000

Weekly Net Sponsorship Cost	728x90 Leaderboard: \$3,600	300x250: \$3,400
	728x90 Anchor: \$1,900	
	100% SOV = \$9,500	50% SOV = \$6,200

Technology Today

Monday – Friday

Intelligence from the digital and technology world

Weekly Sends: 180,000

Weekly Net Sponsorship Cost	728x90 Leaderboard: \$5,400	300x250: \$5,200
	728x90 Anchor: \$2,700	
	100% SOV = \$15,000	50% SOV = \$10,000

Television Today

Monday – Friday

An update focused solely on the television industry

Weekly Sends: 120,000

Weekly Net Sponsorship Cost	728x90 Leaderboard: \$3,400	300x250: \$3,200
	728x90 Anchor: \$1,600	
	100% SOV = \$9,500	50% SOV = \$6,200

Adweek TV Upfront

March – May

The latest information on the upfront television marketplace

Weeks with 1+ sends (3/10, 3/31, 5/5) / Weekly Sends: 35,000

Weekly Net Sponsorship Cost	728x90 Leaderboard: \$2,945	300x250: \$2,945
	728x90 Anchor: \$1,473	

Weeks with 2+ sends (3/17, 3/24, 4/21) / Weekly Sends: 70,000

Weekly Net Sponsorship Cost	728x90 Leaderboard: \$5,890	300x250: \$5,890
	728x90 Anchor: \$2,945	

Weeks with 3+ sends (4/7, 5/12) / Weekly Sends: 105,000

Weekly Net Sponsorship Cost	728x90 Leaderboard: \$8,835	300x250: \$8,835
	728x90 Anchor: \$4,418	

Please note: all rates are net and subject to change

For all digital advertisements other than digital custom units and advertisements placed on a 100% SOV basis, the cancellation policy is as outlined in the 4As/IAB "Standard Terms and Conditions for Interactive Advertising for Media Buys One Year or Less; Version 3.0" which can be accessed via the following link: http://www.iab.net/media/file/IAB_4As_tsandcs_Education_FINAL.pdf

Regardless of the date of cancellation, advertiser is responsible for 100% of the amount shown on the insertion order for custom digital units and for advertisements placed on a 100% SOV basis.

Updated: 3/10/14