



ADWEEK

2014

MEDIA KIT

PRINT | DIGITAL | EVENTS

ABOUT

THE VOICE OF MEDIA | VOL. LV | NO. 1 | JANUARY 6-12, 2014

ADWEEK

Merger
MVPs



LOOK WHO'S TALKING

Thanks to the Internet of Things, we've finally arrived at the Jetsons age—and we'll see it all at CES

MUTUALLY ASSURED SURVIVAL?



ADWEEK THE VOICE OF MEDIA

Adweek.com – informing and engaging the advertising, media and technology world

AdFreak

What's good, what's bad and what's trending. Adweek's one stop shop where campaigns in the world of advertising, branding and design come to be judged.

Agency Coverage

Up-to-date news on account reviews, wins and losses, who's who, and the comings and goings of industry leaders.

Ads of the Day

A daily, behind the scenes look at the most engaging ads as reviewed by Adweek resident experts.

Data Points

Our visual interpretation of the facts and figures impacting the media landscape.

Voice

Thought leaders give their take on the industry's most current, trending and important topics.

The screenshot shows the Adweek.com homepage with a navigation bar at the top including 'HOME', 'JOBS', 'EVENTS', 'TALENT GALLERY', 'SUBSCRIBE TO ADWEEK', and 'NEWSLETTERS'. It features social media follow buttons for LinkedIn, Facebook, and Twitter. The main content area is divided into several sections: 'The Feed' with a list of articles like 'Sunseeker Yachts Shifts Its Digital Business' and 'Twitter, Omnicom Deal Combines Mobile Ad Forces'; 'Editor's Picks' featuring 'Chipotle Goes Beyond Burritos: Adds Asian, Pizza Outlets'; 'Most Popular' with a list of top stories; 'A NEW ADWEEK BLOG' section with a 'VIDEOWATCH' feature; and a 'Featured Video' section at the bottom right. A large image of a Chipotle bowl is prominent in the Editor's Picks section.

This screenshot shows the AdFreak section, which is described as 'THE BEST AND WORST OF ADVERTISING, BRANDING AND DESIGN'. The main article is 'Chips Ahoy's New Ads Are Really Dumb and Kind of Perfect' by Gabriel Beltrone, featuring a large image of a smiling cookie character. Other articles include 'Awesomeness for lunch.' and 'Click to Pick: Bid to Win a Lunch of Adweek with...'. There are also social media share buttons and a 'SIGN UP NOW!' button for AdFreak.

This screenshot shows the 'Ad of the Day' section. The featured article is 'Ad of the Day: Robert Redford and Will Ferrell Ludicrously Debate How to Help the Colorado River Delta' by Tim Nudd. It includes a photo of the two actors and a video player. The article text begins with 'Robert Redford wants to restore the Colorado River Delta, which has dried up severely over the past century, so to better help glory through the "River the River" project.' There are also 'Editor's Picks' and social media links.

This screenshot shows another 'Ad of the Day' article: 'A Look at How Phablets Compare in Size' by Lucia Moses. It features images of various smartphones and tablets. The article text starts with 'As smartphones get bigger, tablets have gotten smaller, and the phablet is the result. Check out the below to see how some of the latest on the market size up.' The page also includes social media links and a 'SIGN UP NOW!' button.

Honoring the Originators, Geniuses, Inventors – the hottest throughout the year



ADWEEK

MEDIA AGENCY OF THE YEAR	2/10
MEDIA ALL-STARS	4/14
WATCH AWARDS	6/23
PROJECT ISAAC	9/22
BRAND GENIUS	9/30
MEDIA PLAN OF THE YEAR	10/27
THE ADWEEK 50	11/10
HOT LIST	12/1
AGENCY OF THE YEAR	12/8
ADS OF THE YEAR	12/8

CLIO

CLIO IMAGE	5/7
CLIO SPORTS	7/17
CLIO HEALTHCARE	9/29
CLIO AWARDS <i>featuring Clio Music</i>	10/1
KEY ART AWARDS	10/23

From top left:
Sarah Jessica Parker, 2014 Honorary Clio Image Award;
Fernando Machado, 2013 Brand Genius Awards; **Russell Simmons**, 2013 Brand Visionary; **Mayor Michael R. Bloomberg**, speaks at the 2013 Hot List Awards Gala; **Cecily Strong**, hosts the 2013 Hot List Awards Magazine Editor of the Year; **Mayo Drafftcb/UTEC**, 2013 Project Isaac Gravity Award Winner; **Patricia Field**, 2013 Honorary Clio Awards;
Tommy Hilfiger, presenter; **George Lois**, 2013 Clio Lifetime Achievement Award

45,000+

National weekly circulation reaching decision makers in marketing, advertising & technology.



15+



Awards honoring thinkers, innovators, creatives, geniuses, and the hottest brands in media.

1MM+

Targeted e-newsletters to opt-in audiences across 7 distinct content categories



3.6 BILLION

Impressions in 2013 from groundbreaking editorial coverage.



ADWEEK

THE PRESS TELEVISION TECHNOLOGY ADVERTISING & BRANDING ADFREAK VIDEO [SUBSCRIBE](#)

ADFREAK

THE BEST AND WORST OF ADVERTISING, BRANDING AND DESIGN

SEARCH

Highly engaged monthly uniques across Adweek digital properties including AdFreak.

1.5M+



January	Editorial	Digital Features	Special Ad Sections	Bonus Distribution / Events	Adweek Events/Awards
6	Space Close 12-26-13 Materials Due 12-30-13	▸ CES Preview	▸ CES Hub	▸ CES	
13	Space Close 01-02-14 Materials Due 01-06-14	▸ CES Wrap-Up			
20	Space Close 01-07-14 Materials Due 01-09-14	▸ Mid-Season TV Report			▸ Watch Awards: Entries Open
27	Space Close 01-14-14 Materials Due 01-16-14	▸ The Sports Issue ▸ NATPE	▸ Super Bowl Hub	▸ NATPE	
February	Editorial	Digital Features	Special Ad Sections	Bonus Distribution / Events	Adweek Events/Awards
3	Space Close 01-21-14 Materials Due 01-23-14	▸ Digital Series: The Mobile Issue	▸ Mobile Hub	▸ Mobile Guide	▸ IAB Leadership Meeting Marketing 2020: The Digital Agenda (2/9-2/11)
10	Space Close 01-28-14 Materials Due 01-30-14	▸ Media Agency of the Year	▸ Media Agency of the Year Hub		
17	Space Close 02-04-14 Materials Due 02-06-14	▸ Toy Fair Preview		▸ Digital Kids	▸ Media All-Stars: Entries Open ▸ Project Isaac: Entries Open
24	Space Close 02-11-14 Materials Due 02-13-14	▸ SXSW Preview ▸ Movie Marketing			
March	Editorial	Digital Features	Special Ad Sections	Bonus Distribution / Events	Adweek Events/Awards
3	Space Close 02-18-14 Materials Due 02-20-14	▸ Network TV Kickoff (Upfront Series)		▸ SXSW Distribution	
10	Space Close 02-25-14 Materials Due 02-27-14	▸ The Kids Issue ▸ Kids TV (Upfront Series)	▸ Kids Hub		▸ Media All-Stars: Entries Close
17	Space Close 03-04-14 Materials Due 03-06-14	▸ Brandweek Report	▸ Brandweek Report Hub ▸ SXSW Wrap-Up (Online Only)	▸ 4A's	
24	Space Close 03-11-14 Materials Due 03-13-14	▸ The Data Issue	▸ Data Hub	▸ Ad:Tech Guide	▸ Ad:Tech San Francisco
31	Space Close 03-18-14 Materials Due 03-20-14	▸ The Women's Issue ▸ Women's (Upfront Series)	▸ Women's Hub	▸ Out of Home/ Experiential	▸ TAB/OAAA ▸ Advertising Week Europe ▸ MMS Los Angeles ▸ AWE Panel ▸ MMS Los Angeles Panel

Cover units and special inserts cannot be cancelled after 8 weeks prior to close dates. See complete cancellation policy for details. All events to be held based on sponsor participation.

Digital Material Deadlines:

Standard Units: Due 3 days prior
Rich Media Units: Due 5 days prior
Custom Units: Due 8 days prior

Check adweek.com/editorial-calendar for updates.
All dates & topics are subject to change without notice. Updated: 10/06/14

April	Editorial	Digital Features	Special Ad Sections	Bonus Distribution / Events	Adweek Events/Awards
7	Space Close 03-25-14 Materials Due 03-27-14	▶ Music Issue		▶ AWNY Changing the Game	▶ Mobile: IAB Marketplace
14	Space Close 04-01-14 Materials Due 04-03-14	▶ Media All-Stars	▶ Media All-Stars Hub	▶ Cable Guide	
21	Space Close 04-08-14 Materials Due 04-10-14	▶ Upfront Preview (Upfront Series)		▶ AWNY Changing the Game	▶ Project Isaac: First Entries Deadline (4/25) ▶ Project Isaac: Student Entries Close (4/25)
28	Space Close 04-15-14 Materials Due 04-17-14	▶ Digital Series: The Video Issue (incl. Digital NewFronts) ▶ (Upfront Series)	▶ Digital NewFronts Hub	▶ Online Video Guide	▶ Digital NewFronts (4/29 - 5/6) ▶ Matrix Awards ▶ Watch Awards: Entries Close (4/28)
May	Editorial	Digital Features	Special Ad Sections	Bonus Distribution / Events	Adweek Events/Awards
5	Space Close 04-22-14 Materials Due 04-24-14	▶ Fashion, Beauty & Retail		▶ CLIO Image Winners ▶ Cable Guide (polybag)	▶ CLIO Image Awards ▶ Creative Week ▶ CLIO Image Awards (5/7) ▶ Creative Week Panel
12	Space Close 04-29-14 Materials Due 05-01-14	▶ Lifestyle Issue (Upfront Series)	▶ TV Upfront Hub		▶ IAB Cross-Screens ▶ 4A's PR Forum ▶ 4A's PR Forum Panel
19	Space Close 05-06-14 Materials Due 05-08-14			▶ Mobile Marketing	▶ MMS NYC Upfronts ▶ MMS NYC Upfronts Panel
26	Space Close 05-13-14 Materials Due 05-15-14	▶ Brandweek Report	▶ Brandweek Report Hub		
June	Editorial	Digital Features	Special Ad Sections	Bonus Distribution / Events	Adweek Events/Awards
2	Space Close 05-20-14 Materials Due 05-22-14			▶ AWNY Advertising Woman of the Year	▶ Project Isaac: Entries Close (6/6)
9	Space Close 05-27-14 Materials Due 05-29-14	▶ Cannes Lions Preview	▶ Cannes Lions Hub	▶ Cannes (TBD)	▶ AWNY Advertising Woman of the Year ▶ Cannes Lions ▶ IAB: Advertising Technology
16	Space Close 06-03-14 Materials Due 06-05-14	▶ The Food Issue	▶ Food Hub	▶ Shopper Marketing	
23	Space Close 06-10-14 Materials Due 06-12-14	▶ Watch Awards Winner Showcase	▶ Cannes Lions Hub: Wrap-Up (Online Only) ▶ Watch Awards Winner Showcase Hub		
30	Space Close 06-17-14 Materials Due 06-19-14	▶ Upfront Wrap-Up (Upfront Series)		▶ MMS London	▶ MMS London Panel

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Rich Media Units: Due 5 days prior
Custom Units: Due 8 days prior

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July	Editorial	Digital Features	Special Ad Sections	Bonus Distribution / Events	Adweek Events/Awards	
14	Space Close 07-01-14 Materials Due 07-03-14	▸ Brandweek Report: Sports	▸ Brandweek Report: Sports Hub	▸ CLIO Sports ▸ Sports Marketing Association	▸ CLIO Sports Awards (500 Dis.)	▸ Media Plan of the Year: Entries Open (7/14) ▸ CLIO Sports Awards (7/17)
28	Space Close 07-15-14 Materials Due 07-17-14				▸ MMS Chicago (500 Dis.)	▸ MMS Chicago Panel (7/29)

Adweek does not publish on July 7 and 21.

August	Editorial	Digital Features	Special Ad Sections	Bonus Distribution / Events	Adweek Events/Awards	
11	Space Close 07-29-14 Materials Due 07-31-14				▸ 4A's Talent Conference (150 Dis.)	
25	Space Close 08-12-14 Materials Due 08-14-14			▸ Experiential		

Adweek does not publish on August 4 and 18.

September	Editorial	Digital Features	Special Ad Sections	Bonus Distribution / Events	Adweek Events/Awards	
1	Space Close 08-19-14 Materials Due 08-21-14	▸ The Portrait Issue	▸ Hot List Hub: Hot List Reader Ballot			
8	Space Close 08-26-14 Materials Due 08-28-14	▸ The Men's Issue	▸ Men's Hub		▸ Media Plan of the Year: Entries Close (9/12)	
15	Space Close 09-02-14 Materials Due 09-04-14	▸ Digital Series: Social Media Issue	▸ Fall TV Preview Hub	▸ ADCOLOR Awards	▸ ADCOLOR Awards (300 Dis.) ▸ OPA Content All Stars (350 Dis.)	
22	Space Close 09-09-14 Materials Due 09-11-14	▸ Fall TV Preview ▸ Invention Issue/ Project Isaac	▸ Project Isaac Hub		▸ Social Media Week (2800 Dis.)	
29	Space Close 09-16-14 Materials Due 09-18-14	▸ Advertising Week ▸ Brand Genius (25 th Anniversary) ▸ CLIO Music Roundtable	▸ Advertising Week Hub ▸ Brand Genius Hub	▸ CLIO (55th Anniversary)	▸ Advertising Week (6000 Dis.) ▸ Brand Genius (400 Dis.) ▸ CLIO Awards (500 Dis.)	▸ Brand Genius Awards (9/30) ▸ CLIO Awards (10/1)

Cover units and special inserts cannot be cancelled after 8 weeks prior to close dates. See complete cancellation policy for details. All events to be held based on sponsor participation.

Digital Material Deadlines:

Standard Units: Due 3 days prior
Rich Media Units: Due 5 days prior
Custom Units: Due 8 days prior

Check adweek.com/editorial-calendar for updates.
All dates & topics are subject to change without notice. Updated: 10/06/14

October	Editorial	Digital Features	Special Ad Sections	Bonus Distribution / Events	Adweek Events/Awards
6	<i>Space Close</i> 09-23-14 <i>Materials Due</i> 09-25-14	▸ Millennials	▸ Millennials Hub		▸ REVOLT Music Conference (10/16 - 19)(400 Dis.)
13	<i>Space Close</i> 09-30-14 <i>Materials Due</i> 10-02-14	▸ Brandweek Report (Global) ▸ Hot List Finalists	▸ Brandweek Report Hub ▸ Hot List Hub: Finalists Announced		
20	<i>Space Close</i> 10-07-14 <i>Materials Due</i> 10-09-14	▸ The Adweek 50		▸ Public Relations	▸ Communications Week ▸ LA Roundtable (10/22) ▸ Key Art Awards (10/23)
27	<i>Space Close</i> 10-14-14 <i>Materials Due</i> 10-16-14			▸ Email Marketing	▸ 4A's CreateTech (200 Dis.)

November	Editorial	Digital Features	Special Ad Sections	Bonus Distribution / Events	Adweek Events/Awards
3	<i>Space Close</i> 10-21-14 <i>Materials Due</i> 10-23-14	▸ Digital Series: The AdTech Issue	▸ AdTech Hub		▸ IAB: Ad Operations Summit
10	<i>Space Close</i> 10-28-14 <i>Materials Due</i> 10-30-14	▸ Media Plan of the Year	▸ Media Plan of the Year Hub		
17	<i>Space Close</i> 11-04-14 <i>Materials Due</i> 11-06-14	▸ The LA Issue (Featuring LA Roundtable)			

Adweek does not publish on November 24.

December	Editorial	Digital Features	Special Ad Sections	Bonus Distribution / Events	Adweek Events/Awards
1	<i>Space Close</i> 11-18-14 <i>Materials Due</i> 11-20-14	▸ Ads of the Year		▸ Audience Targeting Guide	
8	<i>Space Close</i> 11-25-14 <i>Materials Due</i> 12-01-14	▸ Hot List	▸ Hot List Hub: Winners Revealed	▸ Branded Content	▸ Hot List Awards ▸ Hot List Awards (12/8)
15	<i>Space Close</i> 12-02-14 <i>Materials Due</i> 12-04-14	▸ Agency of the Year (Global, US & Digital)	▸ Agency of the Year Hub		

Adweek does not publish on December 22 and 29.

Cover units and special inserts cannot be cancelled after 8 weeks prior to close dates. See complete cancellation policy for details. All events to be held based on sponsor participation.

Digital Material Deadlines:

Standard Units: Due 3 days prior
Rich Media Units: Due 5 days prior
Custom Units: Due 8 days prior

Check adweek.com/editorial-calendar for updates.
All dates & topics are subject to change without notice. Updated: 10/06/14

Adweek

770 Broadway, 15th Floor
 New York, NY 10003
 advertising@adweek.com

First Name	Last Name	Title	Office Phone	Email
Sales				
Robert	Eisenhardt	Business Development Director	212.493.4288	rob.eisenhardt@adweek.com
Adam	Remson	Integrated Advertising Director	212.493.4409	adam.remson@adweek.com
Robert	Dahill	Broadcast/Cable Director	212.493.4282	bob.dahill@adweek.com
Jason	Davis	Digital Technology Sales Manager	212.493.4297	jason.davis@adweek.com
Dan	McNamee	Account Director, New York	212.493.4157	daniel.mcnamee@adweek.com
Rory	McAlister	Account Director, New York	212.493.4101	rory.mcalister@adweek.com
Kim	Abramson	Account Director, N California / Pacific NW	415.705.6772	kabramson@kpamedia.com
Theresa	Le	Account Director, Southern California	310.234.9809	tle@kpamedia.com
Marketing				
Liza	Kirsh	Vice President, Marketing	212.493.4411	liza.kirsh@adweek.com
Kym	Blanchard	Integrated Marketing Director	212.493.4187	kym.blanchard@adweek.com
Stuart	Feil	Custom Publishing Director	212.493.4171	stuart.feil@adweek.com
Kolby	Yarnell	Digital Content Strategist	212.493.4046	kolby.yarnell@adweek.com
Events				
Nicole	Purcell	Senior Vice President, Events	212.493.4434	nicole.purcell@adweek.com
Brooke	Barasch	Executive Events Director	212.493.4036	brooke.barasch@prometheusgm.com
Daniel	Jasper	Director, Sales & Business Development	212.493.4159	daniel.jasper@clioawards.com
Digital				
Jeff	Rudolf	General Manager	212.493.4215	jeffrey.rudolf@adweek.com
Reprint				
Jennifer	Martin	Wrights Media	281.419.5725 x104	

PRINT

THE VOICE OF MEDIA | VOL. LIV | NO. 21 | MAY 27-JUNE 2, 2013

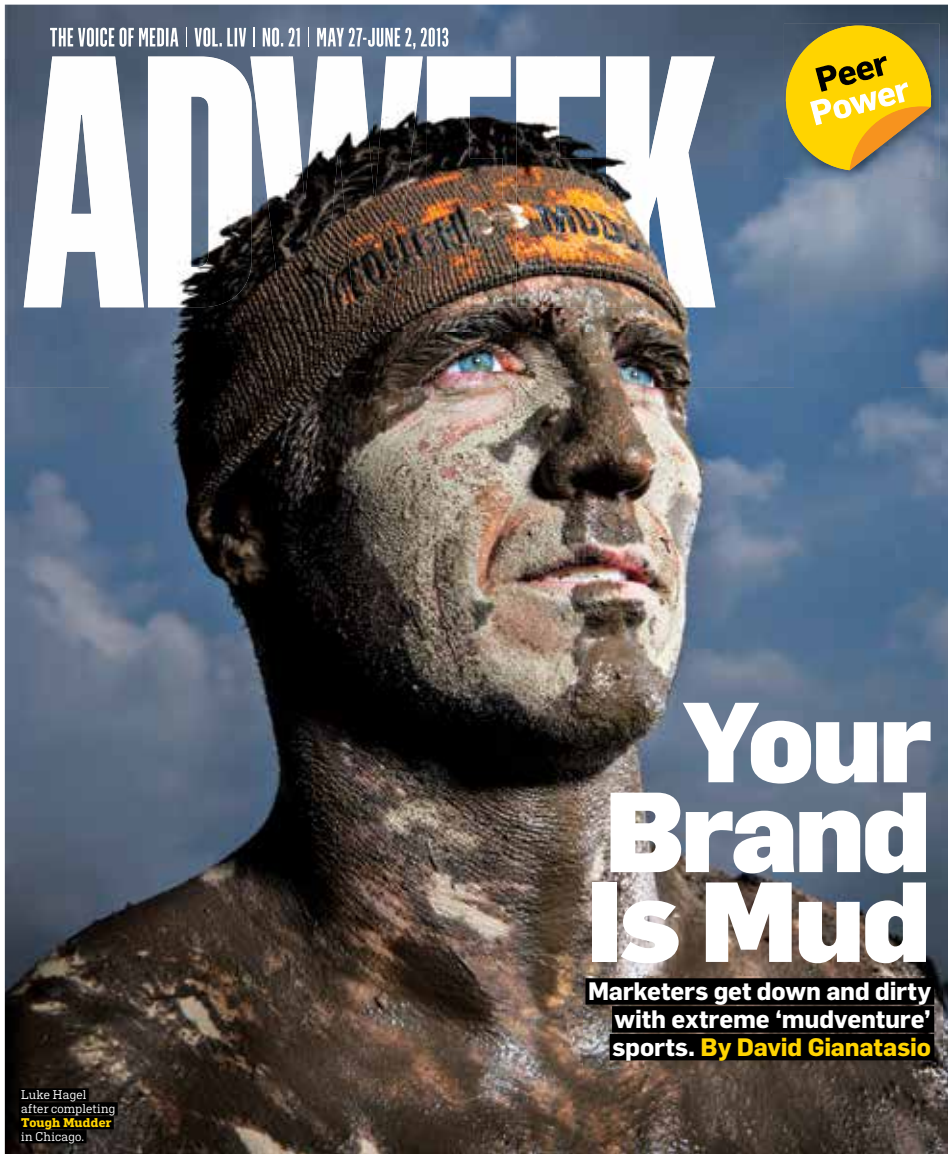
ADWEEK

Peer
Power

Your Brand Is Mud

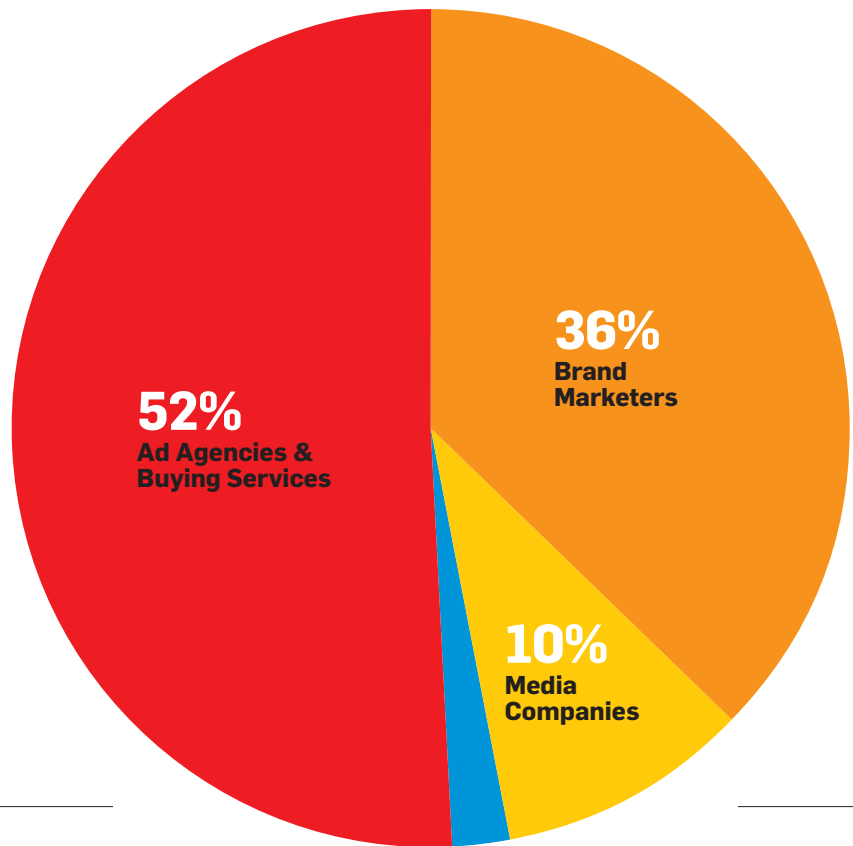
Marketers get down and dirty
with extreme 'mudventure'
sports. **By David Gianatasio**

Luke Hagel
after completing
Tough Mudder
in Chicago.



Print Circulation

Total
Circulation
45,084



Company Type

52%

**Ad Agencies
& Buying
Services**
media/creative
marketing, PR

36%

**Brand
Marketers**
retailers,
hospitality,
manufacturers

10%

**Media
Companies**
print, digital,
broadcast

2%

**Allied
Industries**
schools, show
copies, events/
conferences

Print Rate Card

All rates are gross. Effective: 1/1/14

Circulation: 45,000

Qualified: 41,912 | Non-qualified: 3,316 | AAM initial audit June 2013

	1X	6X	13X	26X	39X	52X
Full Page	\$39,200	\$38,500	\$37,800	\$36,600	\$35,300	\$34,300
2/3 Page	\$31,400	\$30,800	\$30,200	\$29,100	\$28,300	\$27,500
1/2 Page	\$27,700	\$27,200	\$26,700	\$25,800	\$25,000	\$24,200
1/3 Page	\$22,200	\$21,800	\$21,400	\$20,800	\$20,200	\$19,400
Spread	\$73,900	\$72,300	\$70,900	\$68,700	\$66,700	\$64,400
1/2 Pg Spread	\$44,300	\$43,400	\$42,500	\$41,200	\$40,000	\$38,600

Covers	1X	6X	13X	26X	39X	52X
Cover 2 Spread (includes 15% premium)	\$90,300	\$88,500	\$86,700	\$84,000	\$81,500	\$79,000
Cover 3 (includes 15% premium)	\$45,100	\$44,300	\$43,400	\$42,100	\$40,900	\$39,600
Cover 4 (includes 25% premium)	\$49,000	\$48,100	\$47,100	\$45,700	\$44,400	\$43,000

Special Cover & Units	1X
Sponsored Cover (2 pgs)	\$100,800
Inside Gatefold (3 pgs)	\$108,200
Cover Wrap (3 pgs)	\$128,800
Full Cover Wrap (4 pgs)	\$164,900
Sponsored Cover Gatefold (4 pgs)	\$164,900
Supplied Insert (2 sided)	Earned Page Rate + 20%

Same rates apply for black & white. Frequency Discounts do not apply.

Cancellation Policy: Advertiser is responsible for 100% of amount shown on insertion order for print advertisements cancelled after Ad Close Date. Cancellation deadline for premium & special units (including but not limited to: cover wraps, cover adjacencies, cover units, posters, TOC adjacencies, inserts & outserts) is 6 weeks prior to Ad Close Date.

Contact:

Your Adweek Sales Representative
(212) 493-4068 advertising@adweek.com

Updated: 2/12/14

Print Specifications

GENERAL INFORMATION

Materials are due 8 business days prior to issue date. Insertion orders must accompany material.

E-MAILED AD SUBMISSIONS ARE NOT ACCEPTABLE

Publication Trim: 9" x 10.75"

Keep copy 3/16-inch from final trim size

Printing: Covers and body forms manufacture heat-set web offset

Binding: Saddle Stitched.

Inserts jog to the head.

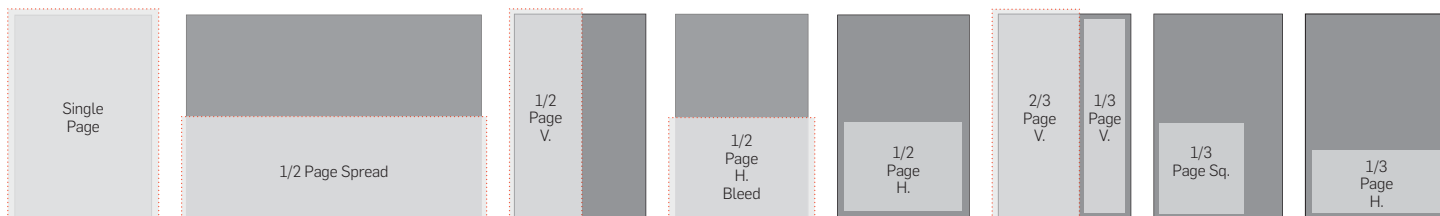


AD SUBMISSIONS

Submit PDF/X-1a:2001 advertising materials through our ad portal at **Prometheus.sendmyad.com**

- ▶ Create a user account
- ▶ Select "Submit An Ad"
- ▶ Select "Print Magazine Ad"
- ▶ Select publication from the "Publications" pull down menu
- ▶ Complete the "Ad Information" section and upload your PDF/X1-a:2001 file
- ▶ Please allow for file to complete processing
- ▶ Review your ad with "spec boxes" selected. To turn on option, select it from the "Views" menu found at the lower right corner of the scroll bar. Other menu options include "Actions" and "History."
- ▶ Approve your submission
- ▶ Receive an automated e-mail tied to details and direct access to your file on the portal.

	Bleed	Trim	Safety	Non Bleed
Single Page	9.375"x 11.125"	9"x 10.75"	3/16" from page trim	8.0833" x 10.1875
Spread	18.375"x 11.125"	18" x 10.75"	3/16" from page trim	17.166" x 10.1875"
1/2 Page Spread	18.375"x 5.875"	18"x 5.50"	3/16" from page trim	17.166" x 5.125"
2/3 Page V.	5.958" x 11.125"	5.583" x 10.75"	3/16" from page trim	5.1428" x 10.1875"
1/2 Page V.	4.575" x 11.125"	4.2" x 10.75"	3/16" from page trim	3.777" x 10.1875"
1/2 Page H.	9.375" x 5.875"	9" x 5.5"	3/16" from page trim	8.0833" x 5.125"
1/3 Page V.	3.208" x 11.125"	2.833" x 10.75"	3/16" from page trim	2.4166" x 10.1875"
1/3 Page Sq.	5.958" x 5.660"	5.583" x 5.285"	3/16" from page trim	5.166 x 5"
1/3 Page H.	9.375" x 4"	9" x 3.625"	3/16" from page trim	8.083" x 3.25"



Contact:

Cindee Weiss
Production Manager
(212) 493-4233
cindee.weiss@adweek.com

Eileen Cotto
Assoc. Production Manager
(212) 493-4228
eileen.cotto@adweek.com

ADWEEK
770 Broadway, 15th Floor
New York, NY 10003-9595
(212) 493-4233

Print Specifications

INSERTS

Contact Cindee Weiss at (212) 493-4233 for specifications. See page 4 for General Insert Guidelines.

DIGITAL ADVERTISING SPECIFICATIONS (PRINT)

Ad materials are to be supplied as digital files in the preferred PDF/X-1a:2001 format.

To match the color expectations of our advertisers, Prometheus Global Media requires the PDF/X-1a:2001 file format. A SWOP proof for each ad submitted may be submitted at client's discretion. Advertiser/agency accepts full responsibility for reproduction variations between the digital file and the printed image for ads submitted in non-preferred formats. Non-adherence to the preferred format may necessitate production fees. Prometheus Global Media is not responsible for making corrections to supplied files.

Customer-supplied digital files and SWOP proofs will be retained for up to three months following publication date and then destroyed unless otherwise requested in writing.

PDF/X-1A:2001 FILE PREPARATION

Adherence to the following guidelines in application file preparation will aid in successful file conversion:

- ▶ Create ad layouts in a professional desktop publishing program such as Adobe InDesign™ or QuarkXPress™.
- ▶ Create one PDF/X-1a file per ad or ad page; spread ads may be submitted as a single file.
- ▶ Orientation: Set native application files in portrait mode at 100% with no rotations.
- ▶ Color: Define all colors as CMYK process. Unintended spot color and/or Pantone colors must be converted to CMYK process. RGB, LAB and ICC based colors are not allowed. Black & white images should be saved as single channel black only before placing them into the page. Nested grayscale or nested single channel black may become 4/C when printed. Delete any unused colors.
- ▶ Images: Must be high resolution SWOP-compliant with a resolution of 300dpi for CMYK and 1200dpi for black & white images. OPI selections should be turned off. Do not nest EPS files within other EPS files. Save images in TIFF or EPS format, with no embedded color management profiles
- ▶ Total area density for color images should not exceed SWOP standard of 300%.

- ▶ Full page bleed ads must be created to bleed specification with crops (printer marks) set at trim dimensions **and placed outside the bleed area**. Bleed must extend 3/16" beyond trim. Keep live matter a minimum of 3/16" from trim edge.
- ▶ Type: Fonts must be embedded. Use Postscript Type 1, Open Type or TrueType fonts only. Text containing thin lines, serifs or small lettering should be restricted to one color. Knockout type smaller than 10 points cannot be guaranteed perfect registration and is therefore not recommended.
- ▶ Direct export option out of Adobe InDesign™ CS3 or later and/or QuarkXPress™ 7.0 or later can be utilized as long as the PDF/X-1a:2001 setting is used.

PROOFING

A SWOP certified proof may be supplied at the client's discretion. Proofs must be representative of the supplied file at actual size and display a printer's color control bar. Alternative proofing formats will be used for content only. Visit www.swop.org for a complete list of current certified proofing options. When calling for spot color (Pantone) usage on press, clearly indicate such on the supplied proof. Publication is not responsible for color or content of files that do not conform to our specifications or if material is received after closing date.

MORE INFO

For more information regarding these specifications or shipping address, contact:

Cindee Weiss
Production Manager
(212) 493-4233
cindee.weiss@adweek.com

Eileen Cotto
Assoc. Production Manager
(212) 493-4228
eileen.cotto@adweek.com

Sponsored Covers

We've Got You Covered

Get in front of your customers with a sponsored cover on ADWEEK.

You own the cover of the issue and get unmatched visibility among our powerful audience of top brand builders, agency executives, creatives, buyers, and planners as well as the key decision makers in the technology arena with this highly visible position.

MECHANICAL SPECS

Logos provided by Adweek production department.

Please allow white space for inkjet box 3-3/4" W x 1-1/2" H. Set box 1/4" from spine & foot.

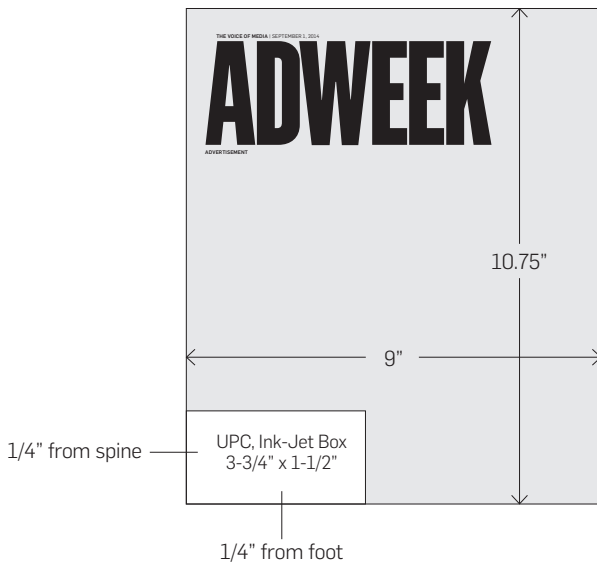
PLEASE NOTE: "ADVERTISEMENT" will be placed under the nameplate in 9pt. CAPS.

OPTION 1:

Creative extends to 9" x 10.75"

Add 3/16" bleed beyond trims.

Keep live matter 3/16" from trim.

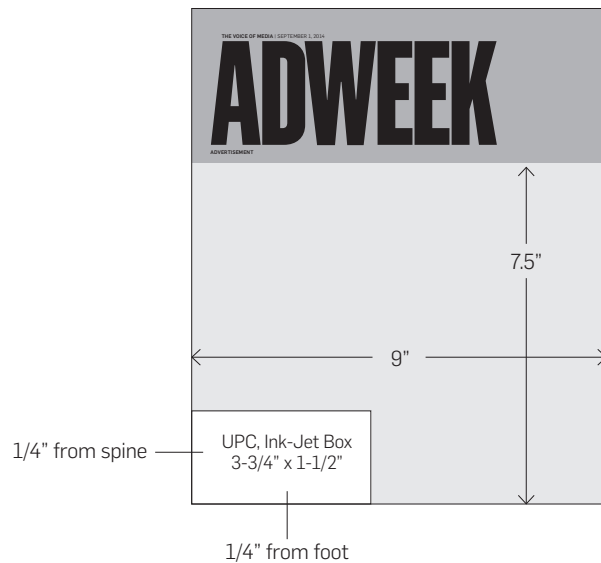


OPTION 2:

Creative extends to 9" x 7.5"

Add 3/16" bleed beyond trims.

Keep live matter 3/16" from trim.



Contact:

Cindee Weiss

Production Manager

(212) 493-4233

cindee.weiss@adweek.com

Eileen Cotto

Assoc. Production Manager

(212) 493-4228

eileen.cotto@adweek.com

ADWEEK

770 Broadway, 15th Floor

New York, NY 10003-9595

(212) 493-4233

Insert Guidelines

SHIP INSERT MATERIAL TO:

Brown Printing Company
668 Gravel Pike
East Greenville, PA 18041-2199

BIND-IN INSERT SPECS

Inserts will jog to the head

Publication trim size : 9" x 10-3/4"

Add 1/8" to face, foot, and head so that untrimmed, finished piece is 9-1/8" x 11"

Lip required (min. 1/4") (max. 3/8") wide on the high folio side for binding of four page units. For single sheet inserts, two pages, lip should measure 4-1/2".

Please do not alter the lip specs.

If the images are to bleed, please be sure that image extends 3/16" beyond the trim on head, face, and foot. This will ensure that the insert will bleed when trimmed to final size.

Copy safety or live area is 3/16" inside the trim on all sides.

Maximum paper is 80-lb. text. Paper sample required. Heavier stock must be approved in advance.

All of the above sizes apply to inserts that will trim to the same size as the magazine.

TIP-IN INSERT SPECS

Publication trim size: 9" x 10-3/4"

1-4 full page tipped-in insert: the final trimmed piece should be delivered at no larger than 8-5/8" x 10-1/4" (WxH).

Please note this size is final trim and will not take a trim with the magazine.

Minimum tip size: 4" x 4" (WxH)

Stock: Maximum paper weight is 60-lb. text weight. Paper sample required. Heavier stock must be approved in advance.

Pages: Multiple page inserts must be delivered collated, stitched and/or folded.

Quantities to be shipped: Quantities should be confirmed with production management.

Delivery:

Supplied inserts must be delivered to the printer 2 weeks prior to publication date.

A packing slip must accompany every shipment and contain: job name, quantity, issue date and number of cartons/skids.

Inserts must deliver on sturdy wooden pallets, 40" x 48" (WxL). Pallets are not to exceed 42 inches tall or gross in excess of 2,000 pounds.

If product quantity is less than 2 layers, then product should be in cartons.

All card stock material less than 8.0" x 11.5" (WxH) in size must be packed in cartons.

All cartons NOT to exceed 30 pounds in weight.

If shipping multiple issues of same piece: Each piece should be separately stacked or in cartons on the pallet by issue date. If shipping multiple versions of same piece: Each piece should be separately stacked or in cartons on the pallet by version.

Delivery appointments are currently not required, with the exception of holidays. No week-end deliveries will be accepted unless special arrangements have been made.

All inserts should ship prepaid. No "collect" shipments will be accepted.

All trucks must be dock high. To schedule an appointment, please call (215) 541-2307.

Note: If deadline cannot be made, please call Cindee Weiss for new shipping instructions.

All unique inserts must be reviewed and approved prior to manufacture and shipment of inserts. Three mock-up samples are required for review.

Contact:

Cindee Weiss
Production Manager
(212) 493-4233
cindee.weiss@adweek.com

Eileen Cotto
Assoc. Production Manager
(212) 493-4228
eileen.cotto@adweek.com

ADWEEK
770 Broadway, 15th Floor
New York, NY 10003-9595
(212) 493-4233

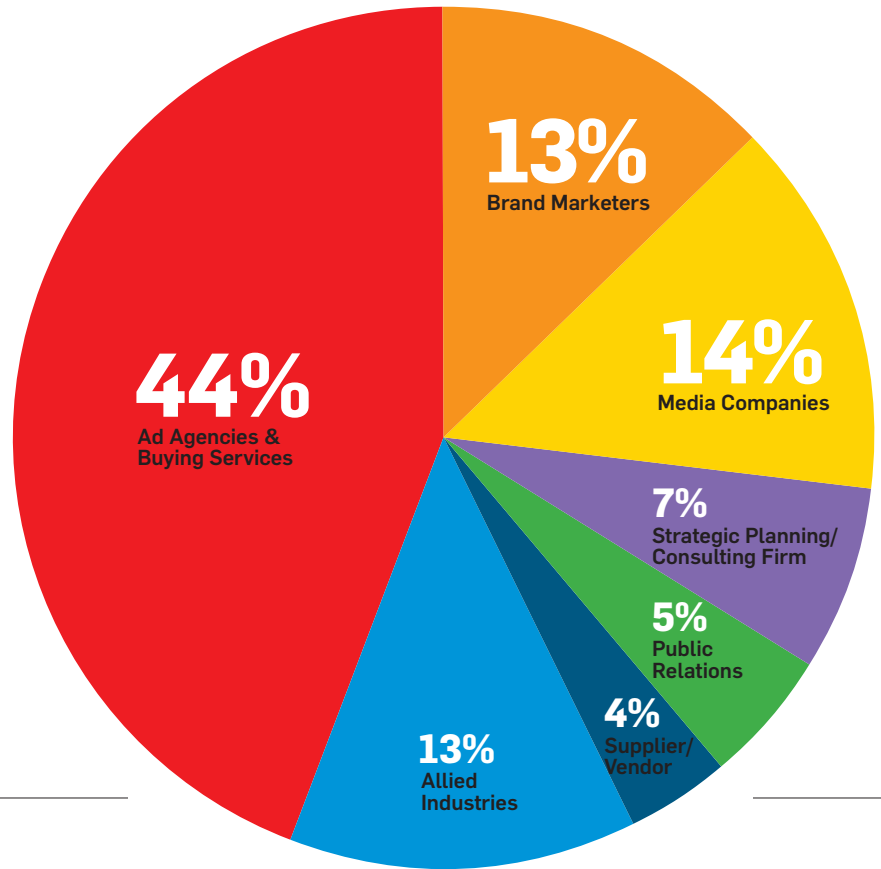
DIGITAL



Digital Audience

6.7 million
uniques¹

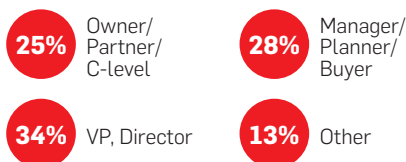
11.2 million
page views¹



Company Type²



Job Titles

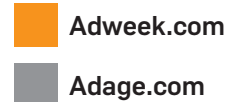


Competitive Statistics

Unique Visitors



Key:



Page Views



Total Minutes



Total Visits



Avg. Daily Visitors



Rate Card

Run of Site (ROS)

Size	Net CPM
728x90	\$65
300x250	\$65
300x600	\$90

Targeted Display

Targeted to Home Page and by Channel Topic.

Size	Net CPM
728x90	\$100
300x250	\$100

Editorial Hubs (Non-Cancellable)

Tied to special issues, see editorial calendar. Sponsorship is live for two weeks.

Single sponsored except for Digital NewFronts, Cannes Lions, Super Bowl. Ask your Adweek Rep for details.

Editorial Hubs	\$30,000 to \$60,000
----------------	----------------------

Channel Sponsorship (Weekly)

	Flat Rate	Est. Impressions
Advertising & Branding	\$ 30,000	800,000
Digital/Technology	\$ 15,000	250,000
Television	\$ 15,000	100,000
The Press	\$ 7,500	75,000
AdFreak	\$ 40,000	1,200,000

Mobile Sponsor (Non-Cancellable)

Flat Rate	Est. Impressions
\$13,000/Week	800,000

High Impact Units

Home Page Takeover

Flat Rate	Est. Impressions
\$19,500/Day	100,000
\$26,000/Day <small>(with 640x480 prestitial)</small>	140,000

Points of Entry Roadblock

The user will see your ad first on all points of entry other than the home page (units vary depending on which page entered).

Flat Rate	Est. Impressions
\$21,000/Day	200,000
\$26,000/Day <small>(with push-down unit)</small>	200,000

All Points of Entry Roadblock

The user will see your ad first on all points of entry to Adweek.com (units vary depending on which page entered), and includes a home page takeover.

Flat Rate	Est. Impressions
\$40,000/Day	275,000
\$44,000/Day <small>(with push-down unit)</small>	275,000

Prestitial/Interstitial

640x480 video/rich media/flash/static units.

Flat Rate	Est. Impressions
\$8,000/Day	40,000

Video Pre-roll

With 300x250 companion ad
:15 second limit (Brightcove platform).

Available franchise positions:

- 6 Questions
- Big Players, Big Ideas
- Trending Topics

Rich Media (ROS)

All standard units available:

- Push Down Units
- Skins
- Expandable Banners
- Portrait Units
- Video Wall
- Billboard
- Film Strip

Custom Programs (Non-Cancellable)

BrandShare Native Ad Initiative

Article / Infographic / Video / Blog Post / Whitepaper:

\$15,000

Premium content series of BrandShare articles and branded channel:

5X \$75,000

Ask your Adweek Rep for details

Webinars

1X	\$22,000
2X	\$21,000
3X	\$20,000

eBlasts (Up to 50,000 Opt-In Subscribers)

1X	\$10,000
2X	\$ 9,000
3X	\$ 8,000

Social Promotions

Become an official partner for the weekly #adweekchats on Twitter, which are produced by the Adweek editorial team and feature prominent industry leaders weighing in about timely topics.

1X	\$15,000
2X	\$14,000
3X	\$13,000

T&C's

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.

Contact:

Your Adweek Sales Representative
(212) 493-4068 advertising@adweek.com

Exclusive Hubs

Single-topic online destinations presented alongside themed issues, special reports, demographics series, and industry events.



Single sponsor exclusivity:

- ▶ 728 x 90 (2x)
- ▶ 300 x 250 (2x)

Co-branded run of site promotion campaign:

- ▶ 728 x 90 (2x)
- ▶ 300 x 250 (2x)

The screenshot shows the Adweek website interface. At the top, there's a navigation bar with 'HOME', 'JOBS', 'EVENTS', 'TALENT GALLERY', 'SUBSCRIBE TO ADWEEK', and 'NEWSLETTERS'. Below this is a large orange banner for '728x90' with a 'Rooftop' Unit advertisement. The main content area features 'THE HOT LIST' with a 'Presented by Sponsor' logo. Below the logo are several article teasers: 'The Hot List The supernovas of print, television and digital media', 'The Finalists The short list for the year's hottest media properties', 'Heat Seekers From Honey Boo Boo to BuzzFeed and Garden & Gun', and 'Vote Now for The Hot List 2012: Television'. On the right side, there are social media widgets for Facebook and Twitter, and a '300x250' advertisement space.

← One week sponsor branded promotional "Rooftop" unit on home page of Adweek.com

← Clickable "Presented by Sponsor" logo header on each hub page

Space Close:
30 days prior to start date,
first-come, first-served

Net Rate:
\$30,000
(Non-Cancellable)

Contact:
Your Adweek Sales Representative
(212) 493-4068 advertising@adweek.com

Editorial Hub Calendar

January

CES	1/6
Super Bowl	1/27

February

Mobile	2/3
Media Agency of the Year	2/10

March

Kids	3/10
Brandweek Report	3/17
SXSW Wrap-Up	3/17
Data	3/24
Women	3/31

April

Media All-Stars	4/14
Digital NewFronts	4/28

May

TV Upfront	5/12
Brandweek Report	5/26

June

Cannes Lions	6/9
Food	6/16
Cannes Lions Wrap-Up	6/23
Watch Awards Winners Showcase	6/23

July

Brandweek Report: Sports	7/14
--------------------------	------

August

September

Hot List	9/1
Men	9/15
Project Isaac	9/22
Advertising Week	9/29
Brand Genius	9/29

October

Millennials	10/6
Hot List (Finalists)	10/13
Brandweek Report: Global	10/13

November

Ad: Tech	11/3
Media Plan of the Year	11/10

December

Agency of the Year	12/1
Hot List (Winners Revealed)	12/8

Space Close:

30 days prior to start date, first-come, first-served

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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: 6/2/14

e-Newsletters

Sent only to opt-in subscribers, Adweek e-newsletters are a great tool to reach targeted prospects for campaign announcements, product launches or lead generation.

NEWSLETTERS	Weekly Sends
Advertising & Branding	312,000
AdFreak Daily	95,000
Adweek Daily Digest	175,000
Adweek TV Upfront	105,000*
Brandweek Report	51,000
Technology Today	173,000
Television Today	115,000

*Adweek TV Upfront notes weeks with 3+ sends

50% SOV



e-Newsletters (continued)

Advertising & Branding

Monday – Friday

The biggest news in advertising and branding

Weekly Sends: 312,000

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: 175,000

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: 95,000

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: 173,000

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: 115,000

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: 31,000

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

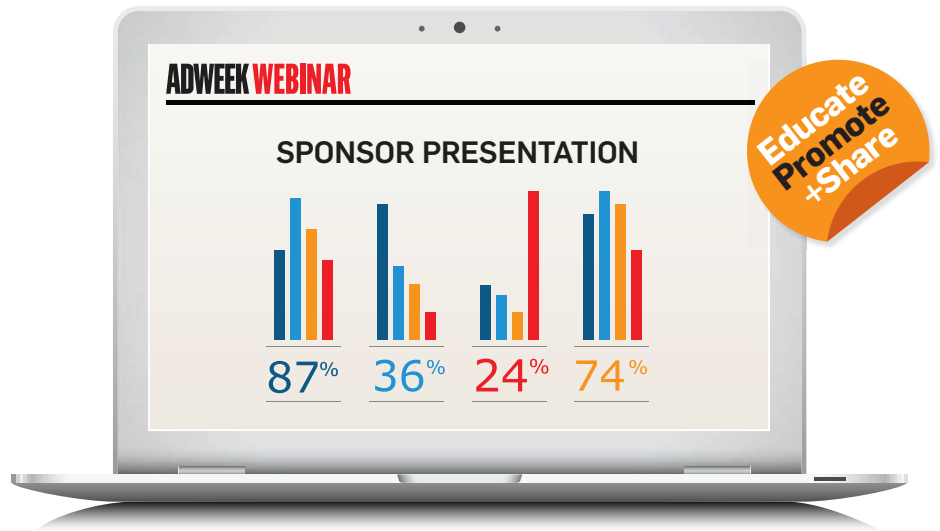
Regardless of the date of cancellation, advertiser is responsible for 100% of the amount shown on the insertion order for custom digital units and for advertisements placed on a 100% SOV basis.

Updated: 5/29/14

Webinars

Adweek's webinars allow you to educate the industry, promote your products, highlight success stories and receive valuable, qualified leads.

- ▶ Each webinar is moderated by an Adweek expert and features a custom presentation developed by you.
- ▶ Promotion via dedicated e-mail blasts to 55K opt-in subscribers, 200K co-branded ROS banners on Adweek.com and Adweek e-Newsletters
- ▶ Webinar listing on Events & Appearances page on Adweek.com
- ▶ Archived webcast link for three months after the live event
- ▶ Qualified lead generation & data capture of registrants and attendees
- ▶ Reminder e-mails sent to all registrants



Timing:
30-day lead time

Net Rate:
1X: \$ 22,000
2X: \$ 21,000
3X: \$ 20,000
(Non-Cancellable)

Contact:
Stuart Feil
Custom Publishing Director
(212) 493-4171
stuart.feil@adweek.com

AdFreak

This one stop shop celebrates (and skewers) the latest, greatest and most buzzworthy ads in media and advertising.

ADWEEK THE PRESS TELEVISION TECHNOLOGY ADVERTISING & BRANDING ADFREAK VIDEO SUBSCRIBE

ADWEEK THE BEST AND WORST OF ADVERTISING, BRANDING AND DESIGN

Here's the Last E*Trade Baby Commercial You'll Ever See

Final ad in famous Grey campaign as Ogilvy takes over By David Griner

March 25, 2014, 11:38 AM EDT

Advertisement: YuMe The Science Behind Influence™ YuMeScience.com

113,215 people like AdFreak.

Facebook social plugin

Follow @AdFreak 115K followers

SIGN UP NOW! FREE ADWEEK Daily Newsletter

Recent Posts

- Adorable Video Shows the Cutest, Least Effortful Way to Clean a City's Streets
- Paper MAX Bus Shelter Makes Riders Think the World is Coming to an End
- Chiptie Really Goes Back to the Start in Its First U.K. Ad Campaign
- How a 'No Makeup Selfie' Trend Suckered and Became a Cancer Awareness Effort
- Here's the Last E*Trade Baby Commercial You'll Ever See
- Ads From Deep YouTube: The Most Like, Most Popular

ADWEEK The AdFreak Daily

THE PRESS TELEVISION TECHNOLOGY ADVERTISING & BRANDING ADFREAK VIDEO SUBSCRIBE

June 18, 2013

Featured

Vegetarians Have a Beef With Red Robin's Garden Burger Ad

What are you, a fickle teenager? by David Gianatasio

Back in January, Red Robin basked in the glow of good publicity after the manager of one of its North Carolina restaurants comped a pregnant patron \$11.50 and added a good-luck message to her bill. Aw! The coverage l...

Digital Publishing Awards presented by Adobe

Submit your Mobile Ad or App to the Digital Publishing Awards.

POPULAR NOW

Today's Stories

Kraft Salad Dressing Ad Gets Best Present Ever: A Slap From One Million Moms Fury over zesty, naked picnic

Kraft's saucy ad campaign (via ad agency Being) for its Zesty Italian salad dressing launched in early April, but it's taken a rebuke from One Million Moms to give it a sudden enormous boost of visibility...

Microsoft Bashes Siri Again in New Ad Showing Off Dell's XPS 10 Tablet Ouch!

Microsoft vents its inferiority complex with Apple yet again—by humiliating Siri—in this new spot from Crispin Porter + Bogusky, following a similar ad last month that got more than 5 million views on...

Mother's New Campaign for Optimum Is Completely MIDWULS Turning the phone number into 'something catchy'

Mother New York made up a word, "MIDWULS," using the last seven digits of Optimum's phone number, and created an

ADWEEK ON THE IPAD DOWNLOAD NOW

THE ADFREAK DAILY
E-NEWSLETTER
DISTRIBUTION:
95,000
OPT-IN SUBSCRIBERS

BrandShare

Native Advertising Custom Digital Solutions from Adweek

HOME JOBS EVENTS TALENT GALLERY **SUBSCRIBE TO ADWEEK NEWSLETTERS**

ADWEEK **CALLING MEDIA ALL-STARS!** **ADWEEK ALL-STARS 2014**

Calling Media All-Stars!
Submissions open for brightest in media buying and planning

She Loves Her Bourbon
Mila Kunis endorses Jim Beam, and it's not such an odd pairing

Adweek's Watch Awards
Calling for entries for the best in on the video

THE PRESS TELEVISION TECHNOLOGY ADVERTISING & BRANDING ADWEEK VIDEO **SUBSCRIBE**

ADWEEK BRANDS SHARE

These Brands Scored Big on Sunday Without Expensive TV Spots

Riding the wave By Adam McKibbin

February 3, 2014, 6:16 PM EST Sponsored

IS ANYONE REALLY WATCHING YOUR COMMERCIAL?

Editor's Picks

How to Market Marty, Leo and The Wolf of Wall Street

A By-the-Numbers Look at Hollywood's Marketing Metrics

Illustrations by Mitch Bland

Another year, another conversation dominated by the biggest spenders. But was it really? While official advertisers monopolized the stage during Sunday night's big game, even those shops that didn't plop down millions of dollars managed to ride the social buzz with cleverness and quick thumbs.

CONTENT

Original, engaging and thought-provoking articles infused with the Adweek voice.

CREATIVITY

Custom infographics strategically positioned alongside topics, themes and/or issues.

COVERAGE

Visibility across Adweek's digital properties.

ADWEEK THE PRESS TELEVISION TECHNOLOGY ADVERTISING & BRANDING ADWEEK VIDEO **SUBSCRIBE**

The Feed

Editor's Picks

Why Norman Pearlistine as Chief Content Officer is a Brilliant Move
There's no need to keep church from state in today's transparent world

Watch Wes Anderson's Lovely New Short Film for Prada
This time, Jason Schwartzman is a 1955 race car driver

Most Popular

1. Watch Wes Anderson's Lovely New Short Film for Prada

2. NBA Stars Play 'Jingle Bells' With the Most Festive 9-Point Shooting Ever

3. Famous Photos Remastered as Baffles in Newspaper's Wonderful Print Ads

4. You Really Need to Watch 'War-Damage' on the Sails Between Two Video Titans

5. Don't Work Early and Cover Your Tracks With the Happy Hour Virus

Featured Video

BrandShare Position 1: 12 hours

Position 3

BAUNTS & MERCIER HAS MASTERED THE COMBO OF ELEGANT AND LAID-BACK MARKETING
Style and product together isn't always easy for watch brands

BrandShare Position 2: 12 hours

Position 3

Another Ratings Skid for Marvel's Agents of S.H.I.E.L.D.
ABC drama has fallen 53 percent since its premiere

The Talent Gallery

Subscribe Magazine + iPad App

100 Want to be part of the talent 100? Join the Adweek Talent Gallery today!

Contact:
Kolby Yarnell, Digital Content Strategist
(212) 493-4046
kolby.yarnell@adweek.com

Mobile Advertising

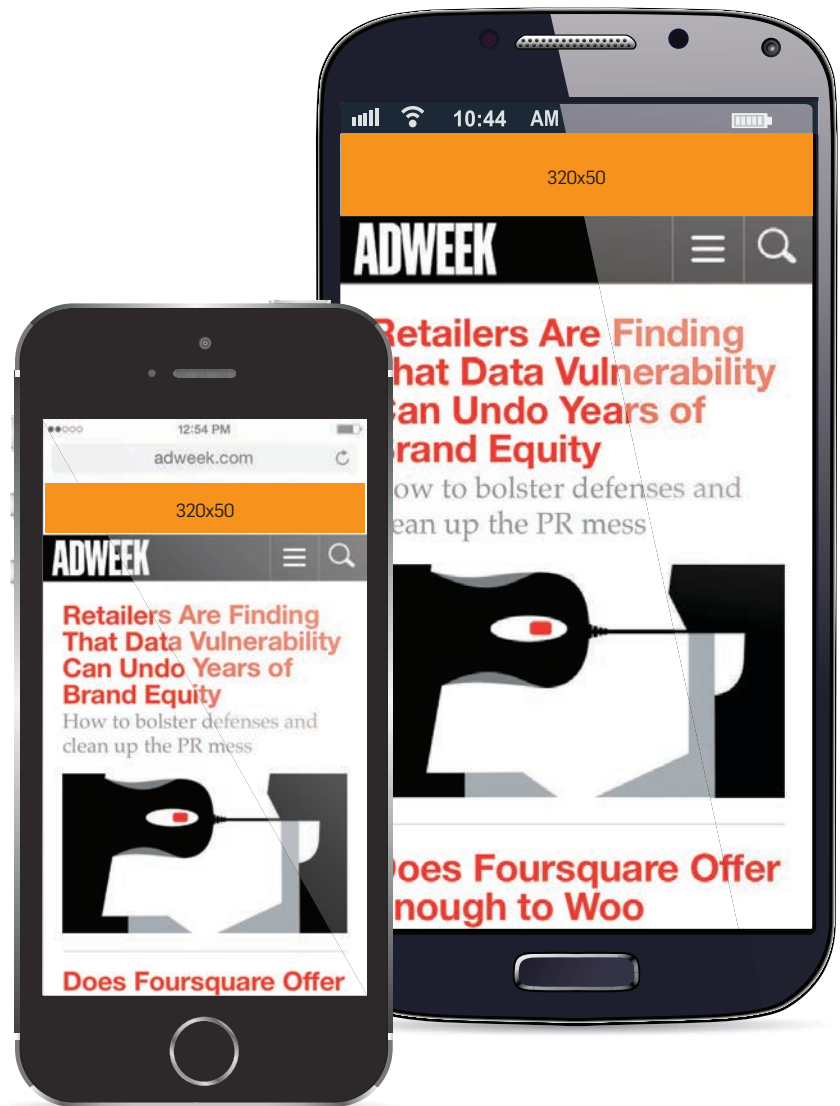
Adweek.com is for advertisers looking to reach on the go mobile users. Each month, an estimated 800,000 mobile users access Adweek.com's insightful and forward-thinking content that appeals to advertising, media and marketing professionals.

OPPORTUNITIES

- ▶ Home page: 320x50 banners (3x)
- ▶ Article pages: 320x50 banners (2x)
- ▶ 450K estimated impressions/month

BENEFITS

- ▶ Content on demand, any time
- ▶ 100% SOV
- ▶ Available on all smartphones (iPhone, Android, etc.)



Source: Google Analytics, September 2014

Commitment Deadline:

- ▶ 14 days prior to sponsored month
- ▶ First-come, first-served

Net Rate:

\$13,000/week
(Non-Cancellable)

Contact:

Your Adweek Sales Representative
(212) 493-4068 advertising@adweek.com

Updated: 9/16/14

Social

Adweek is the most engaging, influential and followed social voice.

ADWEEK**#3**

OF TOP 25 MOST
SHARED MEDIA
CONTENT SOURCES

**1,185,495**

MEMBERS

**231,773**

LIKES

**300,000**

FOLLOWERS

Source: Landtail, February 2014. All as of: 3/17/2014

Contact:

Your Adweek Sales Representative

(212) 493-4068

advertising@adweek.com

Updated: 9/16/2014

#AdweekChat

ADWEEK's Twitter Chats engage the advertising community using dynamic, real-time social conversations that take place around current and thought-provoking topics in media.

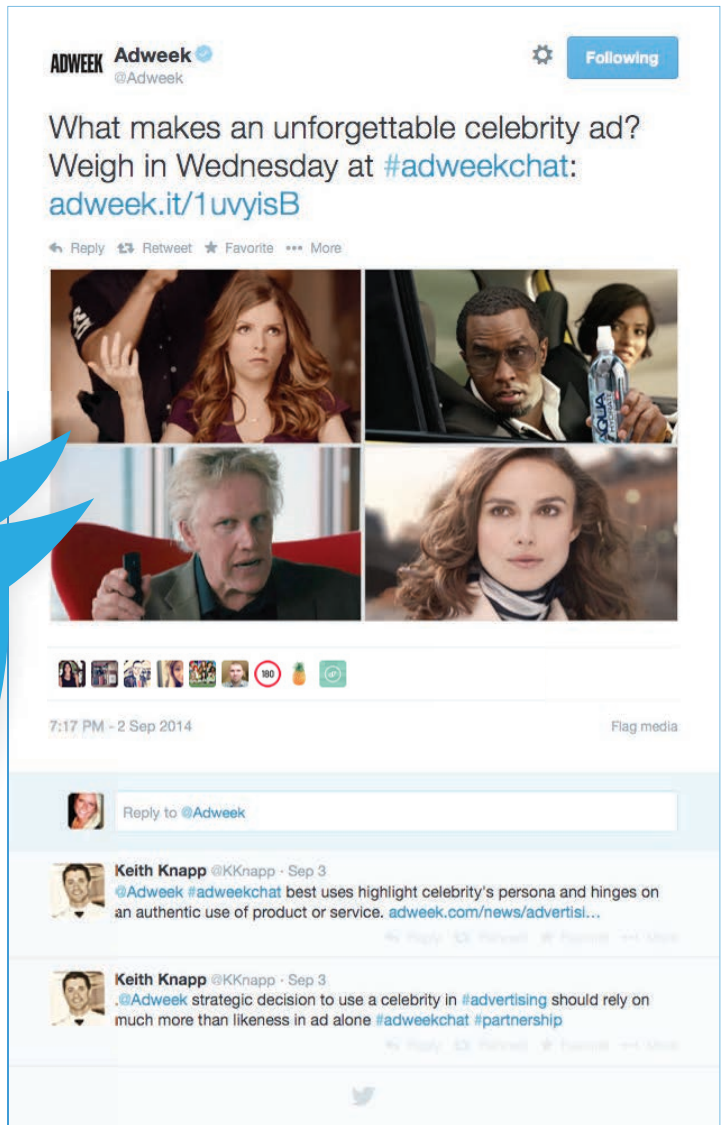
Moderated by ADWEEK editors and fueled by industry experts, Twitter Chats bolster engagement and position your brand as a thought-leader.

CHAT STATS*

- 2.2MM** #adweekchat impressions
- 70,000+** user engagements
(including retweets, favorites and responses)
- 1,200** tweets using #adweekchat

@ADWEEK VITALS

300,000 Followers
Followers are in top **10%** of Twitter accounts for sales/marketing professionals



Sponsorship Rates

1x	\$15,000
2x	\$14,000
3x	\$13,000

*Source: Twitter Analytics, 8/13/14 chat

iPad Edition

EXTRA! EXTRA! MORE IN EVERY ISSUE, EVERY WEEK ADWEEK IPAD EXTRAS

Adweek's iPad edition offers a user friendly, interactive iteration of Adweek and provides advertisers the opportunity to

- ▶ Exclusive impact ad unit on the front cover of the Adweek iPad edition for each issue in the month (x4 issues)
- ▶ Co-branded sponsor banner on the "How-to" page in the iPad edition for each issue in the month
- ▶ Full page brand ad following the "How-to" page in the iPad edition for each issue in the month
- ▶ Co-branded "Powered by" full page ad in Adweek's print and iPad editions
- ▶ Co-branded "Powered by" sponsor ads on Adweek.com and Adweek e-Newsletters
- ▶ Co-branded "Powered by" sponsor ads targeted to iPad users accessing Adweek.com
- ▶ Issues vary by month



adweek.com/ipad
FREE TO CURRENT
SUBSCRIBERS

Net Rate:
\$25,000/month
(Non-Cancellable)

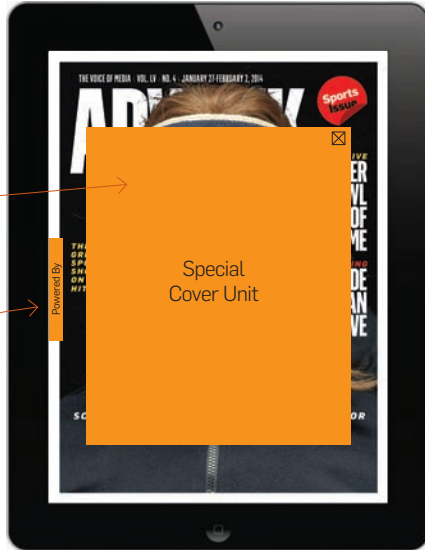
Commitment Deadline:
▶ **30 days prior to first sponsored issue**
▶ **First-come, first-served**

Contact:
Your Adweek Sales Representative
(212) 493-4068 advertising@adweek.com

Updated: 6/16/14

iPad Sponsor Opportunities

Exclusive impact ad unit on the front cover of the Adweek iPad edition



"Powered By" sponsor button

Co-branded "Powered by" full page ad in Adweek's print and iPad editions

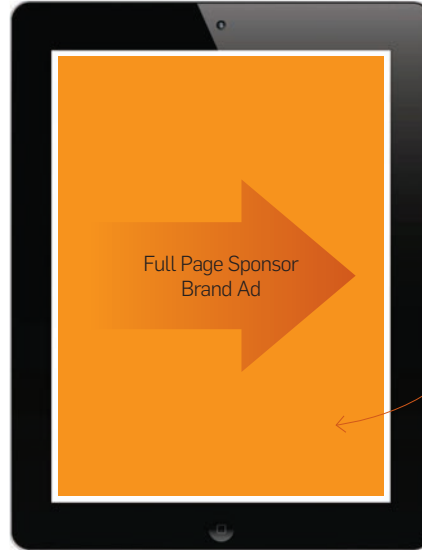


Co-branded sponsor banner on the "How-to" page in the iPad edition



Full page brand ad following the "How-to" page in the iPad edition

Refer to Tablet Specifications (pg3) for Enhanced for Tablet



Special Cover Unit Designed for Tablet Portrait Mode

- ▶ InDesign document should be set at **552 pts x 672 pts**. This space is the full live image area. (The entire canvas area will be exposed over the cover on the iPad screen.)
- ▶ Export the file as a **JPEG with Maximum Quality** and **300 DPI Resolution**.
- ▶ Please email the JPEG to:
Cindee Weiss, Production Manager
 (212) 493-4233 cindee.weiss@adweek.com
 Or **Eileen Cotto**, Assoc. Production Manager
 (212) 493-4228 eileen.cotto@adweek.com

Designed for Tablet (DFT) / Enhanced for Tablet (EFT) Portrait Mode

- ▶ InDesign document should be set at **768 pts x 1024 pts**. This space is the full live image area. (The entire canvas area is viewable on the iPad screen.)
- ▶ Refer to Adweek Tablet Specifications (pg3) for building your hot spot layers.
- ▶ Package the InDesign document with all elements, including fonts and submit as a **.zip compressed folder** to the Adweek portal at **ads.adweekmedia.com**. Once you log in choose **Submit Native Ad Materials/Tablet Materials**.

Adweek.com Specifications

Run-of-Site

Creative Size	GIF/JPEG File Size	Flash	Polite File Size (Additional Loads)	Expansion Dimensions	Expansion Direction	Animation Time	Looping
728 x 90	40K	40K	75K	728 x 270	Down	Unlimited	Unlimited
160 x 600	40K	40K	75K	400 x 600	Left or Right	Unlimited	Unlimited
300 x 250	40K	40K	75K	500 x 500	Left or Right	Unlimited	Unlimited
300 x 600	40K	40K	75K	400 x 600	Left or Right	Unlimited	Unlimited
120 x 60	20K	20K	N/A	N/A	N/A	Unlimited	Unlimited
300 x 1050 Portrait	N/A	N/A	100KB Max	N/A	N/A	N/A	N/A
640 x 480 Prestitial	100KB	100KB	N/A	N/A	N/A	15 Seconds	Unlimited
945 x 250 Pushdown expanded	100KB	100KB	N/A	N/A	N/A	15 Seconds	N/A
945 x 60 Pushdown collapsed	100KB	100KB	N/A	N/A	N/A	15 Seconds	N/A

All rich media (prestitials, pushdowns, etc.) creative including backup jpegs, FLAs, and font files must be submitted at least five business days before the start of the campaign.

We accept third party tags for portrait ads, some pushdowns and billboard ads. We accept tracking pixels for: prestitials, videowalls and slider ads. For other custom rich media units, speak to your sales rep for further details.

Video Formats: Prestitial / Video Pushdown

- ▶ MOV or AVI format
- ▶ File size under 100MB
- ▶ Files should be uncompressed or in H264 format – We do not accept files using other codecs
- ▶ Finished size and length – should require no cropping, squeezing, or editing
- ▶ We only accept the files digitally (ZIP, link, or FTP)
- ▶ Any compression applied to media files reduces the quality of our encoding process
- ▶ We cannot correct sound issues caused by compression applied to your original media
- ▶ We cannot correct visible damage caused by compression applied to your original media

Digital Material Deadlines

Standard Units: 3 days prior to publishing (flash/static 728x90, 300x250, 300x600 - non-expandable)

Rich Media: 5 days prior to publishing (3rd party served: pushdowns, expandable slides, rising stars, video pre-roll)

Custom: 8 days to publishing (includes build, review and approval - prestitials, video walls, skins)

Contact:

Your Adweek Sales Representative or
Ariel Perallon, Ad Operations Management
 (212) 493-4414
 ariel.perallon@adweek.com

Adweek.com Specifications

e-Newsletter

Creative Size	GIF/JPEG File Size	Flash	Polite File Size (Additional Loads)	Expansion Dimensions	Expansion Direction	Animation Time	Looping
728 x 90	40K	Not Accepted	N/A	N/A	N/A	None	None
300 x 250	40K	Not Accepted	N/A	N/A	N/A	None	None

Third party tags are not accepted for newsletters. We will however accept a click tracking URL.

Mobile

Creative Size	File Format Still Images	File Format Animations	File Size Basic Banners	File Size Enhanced Banners
320 x 50	GIF, JPEG, PNG	Animated GIF	< 5KB	< 7.5KB

Contact:

Your Adweek Sales Representative or
Ariel Perallon, Ad Operations Management
(212) 493-4414
ariel.perallon@adweek.com

Email Specifications

GENERAL SPECIFICATIONS

- ▶ Dimensions:
 - Width: 600 px. (recommended)
 - Height: Flexible
- ▶ File Size:
 - Preferred Total: 100KB Max
 - Absolute Total: 1MB Max
 - Cell: 100KB Max
- ▶ Adweek's email header and footer will be added.

HTML & CSS

- ▶ HTML must be successfully validated for email. We recommend using an email testing service such as Litmus, <http://www.litmus.com>
- ▶ CSS must be "inline" with no embedded style sheets, external linked style sheets, CSS for positioning, or CSS layers.

IMAGES

- ▶ File Formats: JPG or GIF
- ▶ Color Format: RGB
- ▶ Self-hosted Images:
If you are hosting the images in your HTML email, please verify that they are linked correctly.
- ▶ Adweek-hosted Images:
If we are hosting the images, please provide all supporting files in a zipped folder. The HTML file should have images linked in a relative format.

NOT ALLOWED

- ▶ No background images or transparent images
- ▶ No sound
- ▶ No Flash
- ▶ No JavaScript
- ▶ No animation

SUBJECT LINE

- ▶ Maximum 50 characters including spaces.
- ▶ Subject to editing by Adweek to clarify source of the mailing.
- ▶ May not contain all capital letters, only one word, SPAM trigger words or characters requiring encoding.

SUBMISSION PROCEDURES

- ▶ Materials must be submitted at least **7 business days prior to scheduled send date.**

SUBMITTING AN HTML FILE

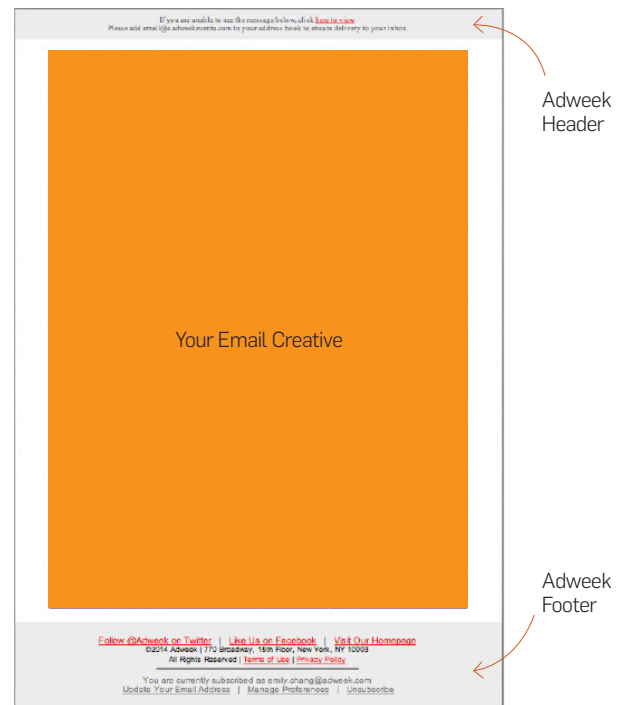
Send to your Adweek contact in the following format:

1. Zipped folder containing:
 - ▶ Validated HTML file
 - ▶ Images (if hosted by Adweek)
2. Email subject line
3. Specified source of HTML validation

SUBMITTING A STATIC IMAGE AND URL

Send to your Adweek contact in the following format:

1. E-blast image (as an email attachment)
2. Click-through URL
3. Email subject line



Contact:

Cindee Weiss, Production Manager
(212) 493-4233 cindee.weiss@adweek.com
Or **Meredith Kahn**, Assoc. Circulation Manager
(212) 493-4370 meredith.kahn@prometheusgm.com

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770 Broadway, 15th Floor
New York, NY 10003-9595
(212) 493-4233

iPad Specifications

All print advertisements will be included in the iPad edition unless you opt-out.

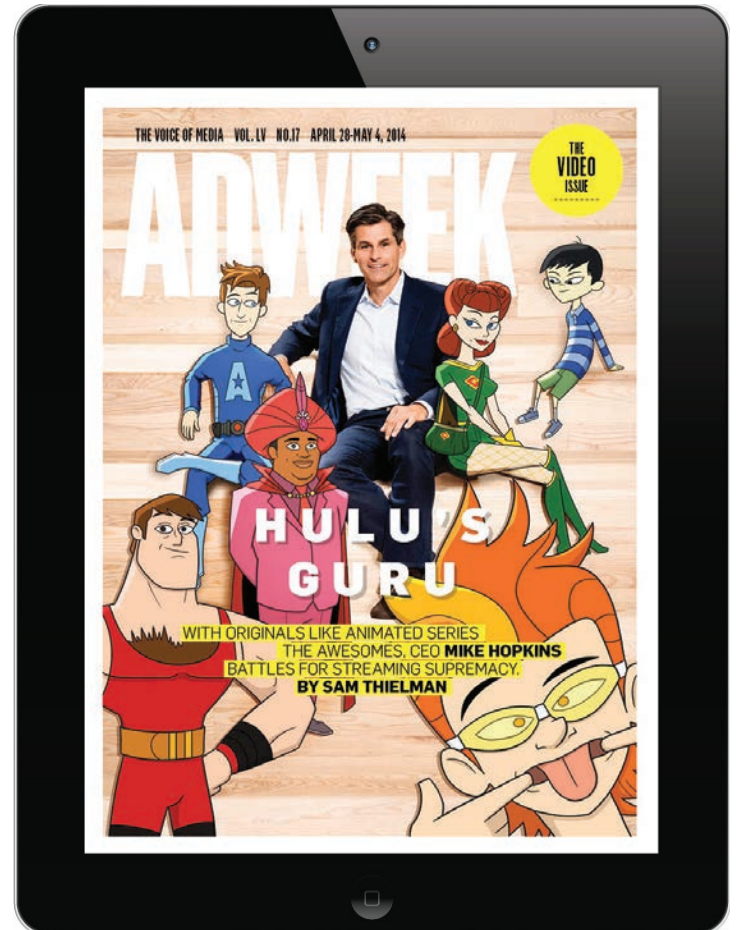
Options include:

- ▶ Straight from print (**SFP**) with the repurposing of static print PDF, hyperlinks possible
- ▶ Designed for tablet (**DFT**), see DFT page 2
- ▶ Enhanced for tablet (**EFT**), see EFT page 3

Please refer to 2014 Digital Rate Card for additional iPad edition space rates

Flash is not supported on the iPad.
Avoid any links that attempt to run Flash.

Materials are due 8 business days prior to issue date.
Insertion orders must accompany material.



Contact:

Cindee Weiss, Production Manager
(212) 493-4233 cindee.weiss@adweek.com
Or **Eileen Cotto**, Assoc. Production Manager
(212) 493-4228 eileen.cotto@adweek.com

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iPad Specifications Overview

Size	<ul style="list-style-type: none">▶ Portrait: 768px x 1024px (WxH)
Hot Zone	<ul style="list-style-type: none">▶ Tablet hot zones are at left, right, top and bottom margins▶ Design Web-element/URL within safety zone:<ul style="list-style-type: none">• 36pt from left, right and top margins• 44pt from bottom
Slideshows	<ul style="list-style-type: none">▶ Photo slideshows can be put on any page.▶ Maximum number of images is 10.▶ Format is JPEG. Resolution 300 DPI. RGB color space.▶ Slideshow pages/images should include arrow indicators. Total file size for slideshows should not exceed 3 MB. Files must be named according to order of slideshow.
Video/Audio Specifications	<ul style="list-style-type: none">▶ All video will be streamed. In the initial view of the video, it should have an image and not a blank frame.▶ Video frame must be positioned 36 points from the right, left and top margins and 44 points from bottom.▶ Play button should not be included.▶ Combined run time for videos is 120 seconds at maximum and 7 MB in combined size. Video ends on final frame, final frame must be a visual not a blank frame. Audio combined size should be 3 MB at maximum.▶ Auto-play video without sound can be embedded. Max file size is 1MB and max run time is 30 seconds. Video bar will display temporarily.▶ There is no support for Adobe Flash Video in iPad. <p>TECHNICAL SPECS:</p> <ul style="list-style-type: none">▶ Video File Format: .MP4▶ Video Format: H.264; Frame Rate: 29.97 fps; Size: 480x360 pixels (4x3, no letterboxing),▶ If you prefer to avoid black bars (top/bottom) when video is launched to full size, aspect ratio must be 4x3.▶ Variable Bit Rate: Target Bit Rate: .6 mbps (600kbits); Maximum Bit Rate: .8 mbps (800kbits)▶ Audio: AAC, 32 kbps, 22 kHz, Mono (sound level normalized to -6dBDS)
Web-Elements/ URL Microsite	<ul style="list-style-type: none">▶ Web elements can be designed on either the base page or any hotspot layer. Direct URL provided by advertiser. Web content should be designed (if possible) to display correctly within browser frame. Although a site may display perfectly in a browser, it's not guaranteed that it will display as well in the device.▶ The web page will display as soon as the user taps the web-enabled area button in the ad page. iPad device will display the site in its in-app built in browser .▶ Web content is the legal responsibility of the advertiser. Content is available only when user is online. Sites should be HTML-based. Flash sites will not work on the iPad.
HTML5 Hosted	<ul style="list-style-type: none">▶ Static base page with a web element to launch to an advertiser hosted HTML5 unit.▶ Unit is viewable only when user is on-line. When off-line, user receives a "no internet connection" message.▶ Advertisers should arrange to test the unit with ADWEEK in advance of the due date.
HTML5 Embedded	<ul style="list-style-type: none">▶ Unit must not exceed 10 MB.▶ Unit is viewable when user is off-line.
360 Degree Viewer Widget	<ul style="list-style-type: none">▶ Format is JPEG. Resolution 132 DPI. Required number of images is 24.▶ All images must be the same size and must be named in numerical order without special characters or spaces. Ex: image01.jpg▶ The widget contains no visible slider or any other indication that it has functionality. All instructions must be designed into the layout but be completely outside the graphic frame that contains the widget.▶ Widget should not overlap any other interactive elements.▶ Advertisers must designate how widget should display:<ol style="list-style-type: none">1. Flip Book: user can swipe from first frame to last and back2. Complete 360 Viewer: functions as a continuous loop. User can swipe from first frame to last and then start again with the first frame. How many times it plays depends on the size of the image and how far across the image the reader swipes their finger. It is not possible to control or predict how many times this will "loop" before the reader reaches the edge of the frame.

iPad Designed for Tablet (DFT)

These are non-interactive ads designed to fit 4:3 tablet devices; DFTs can have only one URL link on the creative for web-activation.

Important: On the tablet device ADWEEK will run portrait only.

GUIDELINES

- ▶ Ad must be designed to specs to fit perfectly within 4:3 tablet.
- ▶ A web-element/URL is accepted and will be displayed through an in-app browser. Ad can have only one web-element/URL that should be designed within safety zones.
- ▶ All working images in InDesign layouts should be 300 DPI or vector art.
- ▶ Ad converted to DFT must be consistent with print and have the same brand, product messaging, and image content in the creative.
- ▶ A spread ad can be re-designed to perfectly fit tablet in portrait orientation or can be kept as a scrollable spread. User will see the LHP first and must swipe to reveal RHP.

MAKEUP/POSITIONING

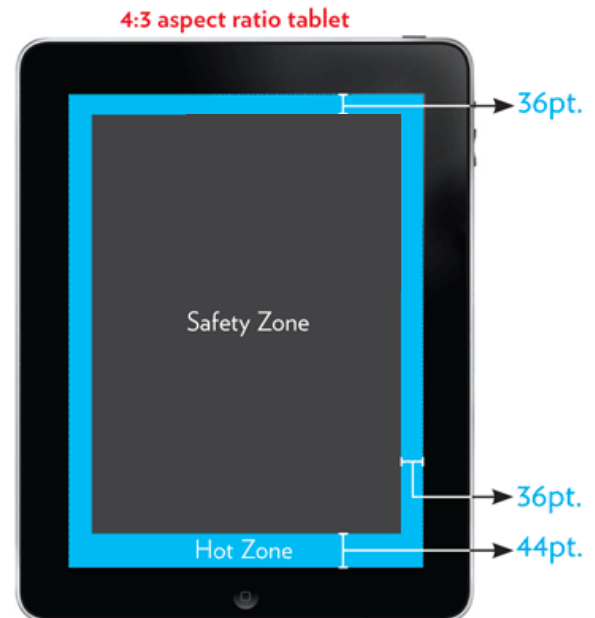
- ▶ Final ad placement is subject to editorial approval.
- ▶ No competitive separation guarantees.
- ▶ Editorial sensitivities will not need considerations since there are no ad/edit adjacencies.

IMAGE DIMENSIONS/FORMAT/COLOR SPACE

- ▶ Portrait: 768px. x 1024px. (WxH)
- ▶ JPEG -- 300 DPI -- export quality must be set as "maximum"
- ▶ RGB

FILE/CREATIVE SUBMISSION

- ▶ Submit .ZIP compressed folder via the ADWEEK Ad Portal.
Direct link at: ads.AdweekMedia.com
Once you log in, choose the activity designated as **Submit Native Ad Materials/Tablet Materials**.
Folder must contain flattened JPEGs exported from InDesign.



HOT ZONE

- ▶ Tablet hot zones are at left, right, top and bottom margins.
- ▶ Design Web-element/URL within safety zone:
 - 36pt from left, right and top margins
 - 44pt from bottom

WEB ELEMENTS/URL MICROSITE

- ▶ Web element/URL can be designed anywhere in page within safety zone.
- ▶ Web content should be designed (if possible) to display correctly within browser frame.
- ▶ Although a site may display perfectly in a browser, it's not guaranteed that it will display as well in the device.
- ▶ The web page will display as soon as the user taps the web-enabled area in the ad page. Tablet device will display site in an in-app browser.
- ▶ Web content is the legal responsibility of the advertiser.
- ▶ Content is available only when user is online.
- ▶ Sites should be HTML-based.
- ▶ Flash sites will not work on the iPad.

Materials Due:

8 business days prior to issue date

Insertion orders must accompany material.

Contact:

Cindee Weiss, Production Manager
(212) 493-4233 cindee.weiss@adweek.com
Or **Eileen Cotto**, Assoc. Production Manager
(212) 493-4228 eileen.cotto@adweek.com

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770 Broadway, 15th Floor
New York, NY 10003-9595
(212) 493-4233

iPad Enhanced for Tablet (EFT)

These are interactive ads that are designed to fit a 4:3 tablet device. Ads can take advantage of multi-media app functionality to play content such as video, image slide-shows, audio, and/or web-enabled links through hotspot buttons and/or web-elements.

Important: On the tablet device ADWEEK will run portrait only.

GUIDELINES

MAKEUP/POSITIONING

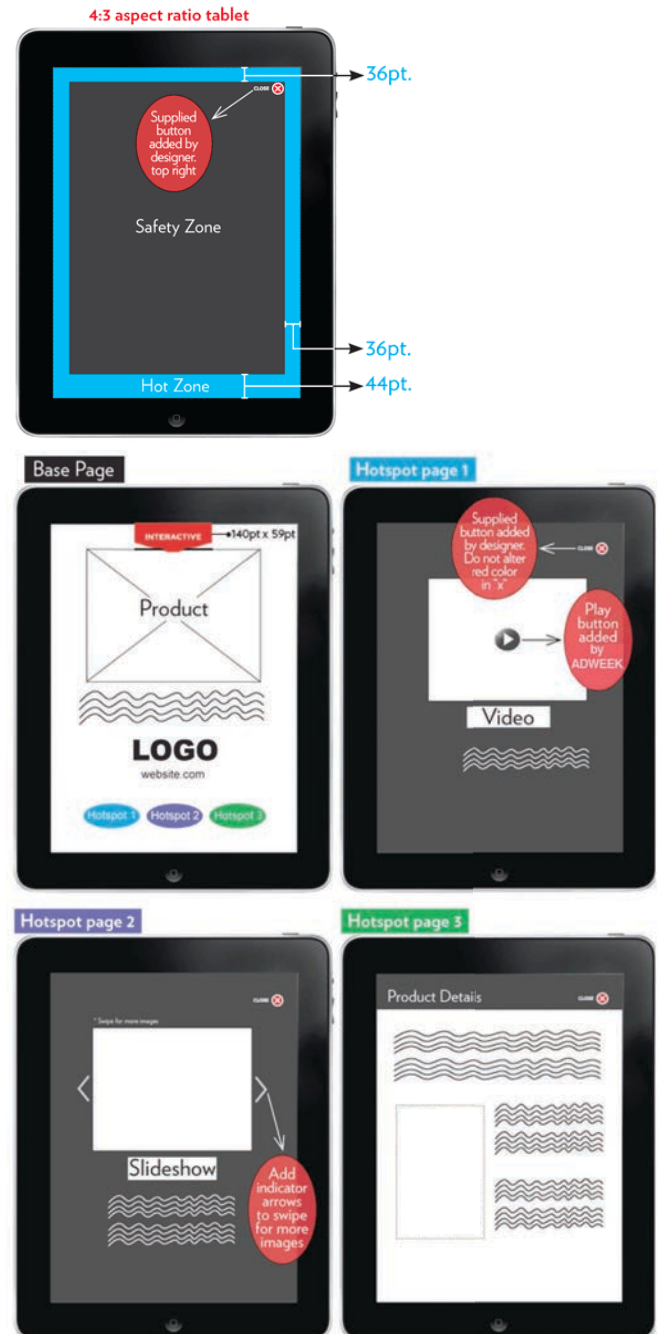
- ▶ Final ad placement is subject to editorial approval.
- ▶ No competitive separation guarantees.
- ▶ Editorial sensitivities will not need considerations since there are no ad/edit adjacencies.

HOT ZONE

- ▶ Tablet hot zones are at left, right, top and bottom margins.
- ▶ Design Web-element/URL within safety zone:
 - 36pt from left, right and top margins
 - 44pt from bottom

FUNCTIONALITY

- ▶ Ad consists of a base page plus up to 3 additional hotspot layers/pages.
- ▶ Each ad can contain a total of 3 interactive elements. Each interactive element must be in its own page/layer.
- ▶ Interactive elements can be a combination of slideshow, sound, video and widgets. Combined file size cannot exceed 10MB.
- ▶ HTML5 cannot be combined with any other functionality.
- ▶ Embedded image slideshows can include up to 10 photos total (must be gallery images, not additional advertising pages).
- ▶ Combined run time for videos cannot exceed 120 seconds. Videos cannot be updated once published.
- ▶ Web-elements are accepted. Ad can have a maximum of three web-elements in addition to the hotspots.
- ▶ Advertiser logo must appear on at least one page.



Materials Due:

8 business days prior to issue date

Insertion orders must accompany material.

Contact:

Cindee Weiss, Production Manager
(212) 493-4233 cindee.weiss@adweek.com
Or **Eileen Cotto**, Assoc. Production Manager
(212) 493-4228 eileen.cotto@adweek.com

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770 Broadway, 15th Floor
New York, NY 10003-9595
(212) 493-4233

iPad Enhanced for Tablet (EFT)

FORMAT/DELIVERABLES

- ▶ Submit a .ZIP compressed folder via ADWEEK Ad Portal.
Direct link is: ads.AdweekMedia.com
Once you log in, choose the activity designated as **Submit Native Ad Materials/Tablet Materials**
- ▶ Compressed folder should contain:
 - Adobe InDesign CS6 (preferred) layouts with design of pages embedded in document.
 - Flattened JPEGs exported from InDesign: Export resolution 300 DPI for 4:3-ratio. JPEG export quality must be set as "Maximum."
 - Slideshow images at 300 DPI resolution. Slideshow JPEG images displayed in small frame should be 300dpi at exact frame dimensions.
 - Images for 360 Viewer at 132 DPI resolution. All images must be same size and named in numerical order (ex: image01.jpg).
 - Video files: .MP4 file format videos. Should be 100% in frame size.
 - Audio files: Format .MP3.
 - Rich Text document containing URL info or directions.

FILE/CREATIVE SUBMISSION

- ▶ Storyboards should be submitted prior to start of production.
- ▶ Materials received on due dates or prior will receive a .folio file via Adobe Content Viewer for review and approval on an iPad device.
The Adobe Content Viewer app can be downloaded free from: <http://itunes.apple.com/us/app/adobe-content-viewer/id389067418?mt=8>

AD PRODUCTION INFORMATION

- ▶ We encourage our partners to submit storyboards to us prior to the material due dates to check everything is correct and in order.
- ▶ Clear material instructions must be included in the Ad Portal job ticket. If any information changes after the materials are uploaded, an e-mail must be sent to the entire ad production team identifying what is changing and if/when new materials should be expected.
- ▶ For pickup materials from a previous week, please send an e-mail to the entire ad production team clearly identifying the appropriate materials for pickup.