ADWEEK BY THE NUMBERS

45,000+
National weekly circulation reaching decision makers in marketing, advertising and technology.

157,500+
National magazine audience

1.9M+
Targeted e-newsletters to opt-in audiences across 8 distinct content categories.

16
Awards honoring thinkers, innovators, creatives, geniuses and the hottest brands in media.

8.0M+
Highly engaged monthly uniques across Adweek digital properties including AdFreak.

3.6 BILLION
Impressions in 2014 from groundbreaking editorial coverage.

Source: Alliance for Audited Media, June 30, 2014; Google Analytics, January 2015
Updated: 2/3/15
CIRCULATION

28% Brand Marketers
retailers, hospitality, manufacturers

12% Media Companies
print, digital, broadcast

1% Allied Industries
schools, show copies, events/conferences

55% Ad Agencies & Buying Services
media/creative marketing, PR

Job Titles

- 22% Owner/Partner/C-level
- 33% VP, Director
- 24% Manager/Strategist
- 4% Planner/Buyer

45,000+ WEEKLY NATIONAL CIRCULATION

157,500 TOTAL AUDIENCE

43 ISSUES PER YEAR

28 MINS AVERAGE TIME SPENT

43% READ 4 OUT OF 4 ISSUES

ADWEEK.COM AUDIENCE

5.7M+ UNIQUES
9.8M+ PAGE VIEWS
42% YOY GROWTH UNIQUES

Industry Breakdown

49% Ad Agencies & Buying Services
21% Brand Marketers
11% Media Companies
5% Strategic Planning/Consulting Firm
4% Public Relations
3% Supplier/Vendor
2% Ad Tech Platform

Job Titles

- 22% Owner/Partner/C-level
- 33% VP, Director
- 24% Manager/Strategist
- 4% Planner/Buyer

COMPETITIVE STATS

Unique Visitors
- Adweek.com: 4.3 Million
- Adage.com: 1.0 Million

Page Views
- Adweek.com: 9.6 Million
- Adage.com: 3.8 Million

Total Minutes
- Adweek.com: 10.2 Million
- Adage.com: 4.2 Million

Total Visits
- Adweek.com: 7.0 Million
- Adage.com: 3.0 Million

Source: comScore 6 month average, June 2015 (US only)
DEDICATED HUBS

Sponsorship of single topic content 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)

Net Rate: $30,000 (Non-Cancellable)
Superbowl, Cannes Lions, DCNF priced separately—ask your sales reps

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

One week sponsor branded promotional “Rooftop” unit on home page of Adweek.com

Clickable “Presented by Sponsor” logo header on each hub page
# DEDICATED HUB CALENDAR

## Q1

<table>
<thead>
<tr>
<th>RUN DATE</th>
<th>COMMITMENT DATE</th>
<th>EDITORIAL FOCUS</th>
<th>CUSTOM CONTENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan 5 - 16</td>
<td>Dec 23</td>
<td>CES PREVIEW</td>
<td></td>
</tr>
<tr>
<td>Jan 6 - Feb 6</td>
<td>Jan 13</td>
<td>THE SUPER BOWL HUB*</td>
<td></td>
</tr>
<tr>
<td>Feb 9 - 20</td>
<td>Jan 27</td>
<td>MEDIA AGENCY OF THE YEAR</td>
<td></td>
</tr>
<tr>
<td>Feb 23 - Mar 6</td>
<td>Feb 10</td>
<td>THE TV UPFRONTS (KIDS)</td>
<td></td>
</tr>
<tr>
<td>Mar 2 - 13</td>
<td>Feb 17</td>
<td>THE MOBILE HUB</td>
<td>MOBILE TARGETING GUIDE</td>
</tr>
<tr>
<td>Mar 9 - 20</td>
<td>Feb 24</td>
<td>SXSW KICKOFF</td>
<td>OUT OF HOME MARKETING</td>
</tr>
<tr>
<td>Mar 23 - Apr 3</td>
<td>Mar 10</td>
<td>THE GLOBAL HUB</td>
<td></td>
</tr>
<tr>
<td>Mar 30 - Apr 10</td>
<td>Mar 17</td>
<td>THE MILLENNIALS</td>
<td></td>
</tr>
</tbody>
</table>

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

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

*Superbowl, Cannes Lions, TV Upfronts, DCNF priced separately. Ask your sales reps for pricing.

Updated: 2/3/15
# ADWEEK BLOG NETWORK

<table>
<thead>
<tr>
<th>Blog</th>
<th>Description</th>
<th>Uniques</th>
<th>Pageviews</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TVNewser</strong></td>
<td>Required reading for news addicts and the TV industry’s top execs - a daily mix of breaking news, personal moves, programming highlights and gossip from leading networks.</td>
<td>512,000</td>
<td>1.7M</td>
</tr>
<tr>
<td><strong>AgencySpy</strong></td>
<td>The dirt from deep inside Madison Avenue - breaking news and gossip, campaigns and accounts from top agencies, plus tons of viral video.</td>
<td>277,000</td>
<td>900,000</td>
</tr>
<tr>
<td><strong>SocialTimes</strong></td>
<td>SocialTimes has been covering social media since the dawn of social media making it the one-stop shop for all things social.</td>
<td>277,000</td>
<td>900,000</td>
</tr>
<tr>
<td><strong>TVSpy</strong></td>
<td>The go-to source for to-the-minute coverage of local television news, job moves and industry trends.</td>
<td>277,000</td>
<td>900,000</td>
</tr>
<tr>
<td><strong>FishbowlNY</strong></td>
<td>Round-the-clock coverage of New York’s media scene including newspapers, magazines, television, and new media, and home to the popular “Lunch at Michael’s”, chronicling the Wednesday dining experiences of New York’s media elite.</td>
<td>144,000</td>
<td>254,000</td>
</tr>
<tr>
<td><strong>GalleyCat</strong></td>
<td>Where publishing professionals get the behind-the-scenes stories about authors, agents, editors, and publishers as the industry moves into new media ventures.</td>
<td>119,000</td>
<td>224,000</td>
</tr>
<tr>
<td><strong>LostRemote</strong></td>
<td>A look at how social media is changing the television industry through social platforms, breaking news and case studies on social TV.</td>
<td>80,000</td>
<td>131,000</td>
</tr>
<tr>
<td><strong>PRNewser</strong></td>
<td>News from the private side of public relations including the rise of social media and a steady stream of pitches, accounts, crises and successes.</td>
<td>80,000</td>
<td>150,000</td>
</tr>
<tr>
<td><strong>FishbowlDC</strong></td>
<td>DC media's premier destination for dish about their co-workers and competitors, breaking news, media transactions, and insider gossip on print, TV, and internet journalists who cover the nation’s capitol.</td>
<td>69,000</td>
<td>165,000</td>
</tr>
</tbody>
</table>
SHARE YOUR UNIQUE CONTENT

Sponsored content links promoted across our network

HOW IT WORKS:

• Choose a homepage content unit—top, middle, or both positions.
• Submit creative—suggested headline, artwork and click-through links.
• Our units click through to content hosted on your site.

<table>
<thead>
<tr>
<th>UNIT LOCATION</th>
<th>TARGETED BLOGS</th>
<th>AMOUNT OF CONTENT</th>
<th>IMPRESSIONS</th>
<th>TIMEFRAME</th>
<th>RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Middle position (6th headline)</td>
<td>ALL NETWORK</td>
<td>Up to 2 creatives, evenly rotating</td>
<td>150k</td>
<td>Up to 7 days</td>
<td>$3,000</td>
</tr>
<tr>
<td>Top position (2nd headline)</td>
<td>ALL NETWORK</td>
<td>Up to 2 creatives, evenly rotating</td>
<td>150k</td>
<td>Up to 7 days</td>
<td>$4,000</td>
</tr>
<tr>
<td>Top and Middle positions</td>
<td>ALL NETWORK</td>
<td>2-4 creatives, evenly rotating</td>
<td>400k</td>
<td>Up to 10 days</td>
<td>$6,000</td>
</tr>
</tbody>
</table>

Contact:
Your Adweek Sales Representative
(212) 493-4068 • advertising@adweek.com
Custom Content Solutions
Native content made to order, designed with your objectives in mind.

**OBJECTIVES**
- Lead Generation
- Brand Awareness
- Thought Leadership
- Research
- Social Media Presence

**OPPORTUNITIES**
- Articles
- Infographics
- Promote Whitepapers
- eBooks
- Reader Surveys

**BRANDSHARE NATIVE AD INITIATIVE**
Article / Infographic / Video / Blog Post / Op-Ed:
*Starting at $15,000*

Premium content series of five BrandShare articles and branded channel: $75,000
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
- Webinar listing on Events & Appearances page on Adweek.com
- On-demand 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
- Promotion via dedicated e-mail blasts to 70K opt-in subscribers, 200K impressions on co-branded ROS banners on Adweek.com and Adweek e-Newsletters

Timing:
30-day lead time

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

Each month, mobile users access Adweek for insightful and forward-thinking content while on the move and on the go.

**BENEFITS**

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

**OPPORTUNITIES**

- Home page: 320x50 banners (3x)
- Article pages: 320x50 banners (2x)

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**Source:** Google Analytics, 6 month average, September 2014

*Estimated

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**Commitment Deadline:**

- 14 days prior to start date
- First-come, first-served

**Net Rate:**

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

---

Updated: 2/3/15
EVENTS & AWARDS

CLIO
CLIO IMAGE 5/8
CLIO SPORTS 7/8
KEY ART AWARDS 9/22
CLIO HEALTHCARE 9/30
CLIO AWARDS featuring Clio Music 9/30

ADWEEK
MEDIA AGENCY OF THE YEAR (US & Global) 2/9
MEDIA ALL-STARS 5/11
POWER 100 5/25
WATCH AWARDS 6/22
CREATIVE 100 7/20
MEDIA PLAN OF THE YEAR 8/17
PROJECT ISAAC/ISAAC+ 9/21
BRAND GENIUS 10/19
HOT LIST 11/30
AGENCY OF THE YEAR 12/7
ADS OF THE YEAR 12/14

HONORING THE GENIUSES, INVENTORS, PRODUCERS AND SUPERNOVAS YEAR ROUND

*Dates subject to change

From top left:
Andy Cohen & Sarah Jessica Parker, 2014 Clio Image Award Host and Honorary Winner; Shane Smith & Dana White, 2014 Brand Genius Awards; Jerry Seinfeld, 2014 Honorary Clio; Mayor Micheal R. Bloomberg, speaks at the 2013 Hot List Awards Gala; Nick Woodman & Shaun White, 2014 Brand Genius Gala; Joanna Coles, 2013 Hot List Awards Magazine Editor of the Year; Mayo Draftfcb/UTEC, 2013 Project Isaac Gravity Award Winner; Whoopi Goldberg, 2014 Clio Awards Host; Bono, 2014 Brand Visionary
The Social Story

Adweek is the most engaging, influential and followed social voice, ranked #3 of top 25 most shared media content sources, with dynamic growth...

Phenomenal Following

3,200,000+
Likes, Followers & Members

52M+
Page Views*

294%
Increased Growth YoY

Source: Landitaii, February 2014. All as of: 10/2014
*Includes Adweek and Adweek Blog Network followers
**Includes Facebook, Twitter, Reddit, Buzzfeed, StumbleUpon and LinkedIn. January-November 2014
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**

356,000 Followers

Followers are in top 10% of Twitter accounts for sales/marketing professionals

*Sponsorship Rates*

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$15,000</td>
</tr>
<tr>
<td>2x</td>
<td>$14,000</td>
</tr>
<tr>
<td>3x</td>
<td>$13,000</td>
</tr>
</tbody>
</table>

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

See editorial calendar for schedule

Updated: 2/3/15
### PRINT ADVERTISING RATES

**2015 RATE CARD**

**Circulation:** 45,651  
Qualified: 42,414  |  Non-qualified: 3,237  |  AAM initial audit June 2014

**ALL PRICES QUOTED IN NET**

<table>
<thead>
<tr>
<th></th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
<th>9X</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Full Page</strong></td>
<td>$28,000</td>
<td>$27,200</td>
<td>$26,300</td>
<td>$25,500</td>
</tr>
<tr>
<td><strong>2/3 Page</strong></td>
<td>$22,400</td>
<td>$21,800</td>
<td>$21,000</td>
<td>$20,400</td>
</tr>
<tr>
<td><strong>1/2 Page</strong></td>
<td>$16,800</td>
<td>$16,300</td>
<td>$15,800</td>
<td>$15,300</td>
</tr>
<tr>
<td><strong>Spread</strong></td>
<td>$44,800</td>
<td>$43,500</td>
<td>$42,100</td>
<td>$40,800</td>
</tr>
<tr>
<td><strong>1/2 Pg Spread</strong></td>
<td>$26,900</td>
<td>$26,100</td>
<td>$25,300</td>
<td>$24,500</td>
</tr>
</tbody>
</table>

**Covers**

<table>
<thead>
<tr>
<th></th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
<th>9X</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Cover 2</strong></td>
<td>$33,600</td>
<td>$32,600</td>
<td>$31,500</td>
<td>$30,500</td>
</tr>
<tr>
<td>(includes 15% premium)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Cover 2 Spread</strong></td>
<td>$60,500</td>
<td>$58,800</td>
<td>$56,900</td>
<td>$55,200</td>
</tr>
<tr>
<td>(includes 15% premium)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Cover 3</strong></td>
<td>$32,200</td>
<td>$31,300</td>
<td>$30,300</td>
<td>$29,400</td>
</tr>
<tr>
<td>(includes 15% premium)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Cover 4</strong></td>
<td>$35,000</td>
<td>$34,000</td>
<td>$32,900</td>
<td>$31,900</td>
</tr>
<tr>
<td>(includes 25% premium)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Special Cover & Units**

<table>
<thead>
<tr>
<th></th>
<th>1X</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Sponsored Cover</strong></td>
<td>$75,000</td>
</tr>
<tr>
<td>(2 pgs)</td>
<td></td>
</tr>
<tr>
<td><strong>Inside Gatefold</strong></td>
<td>$85,000</td>
</tr>
<tr>
<td>(3 pgs)</td>
<td></td>
</tr>
<tr>
<td><strong>Cover Wrap</strong></td>
<td>$95,000</td>
</tr>
<tr>
<td>(3 pgs)</td>
<td></td>
</tr>
<tr>
<td><strong>Full Cover Wrap</strong></td>
<td>$115,000</td>
</tr>
<tr>
<td>(4 pgs)</td>
<td></td>
</tr>
<tr>
<td><strong>Sponsored Cover Gatefold</strong></td>
<td>$120,500</td>
</tr>
<tr>
<td>(4 pgs)</td>
<td></td>
</tr>
<tr>
<td><strong>Supplied Insert</strong></td>
<td>Earned Page Rate + 20%</td>
</tr>
<tr>
<td>(2 sided)</td>
<td></td>
</tr>
</tbody>
</table>

Same rates apply for black & white.  
**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.

**Updated:** 2/3/15
## Run of Site (ROS)

<table>
<thead>
<tr>
<th>Size</th>
<th>Net CPM</th>
</tr>
</thead>
<tbody>
<tr>
<td>728x90</td>
<td>$100</td>
</tr>
<tr>
<td>300x250</td>
<td>$100</td>
</tr>
<tr>
<td>300x600</td>
<td>$90</td>
</tr>
</tbody>
</table>

## Targeted Display

Targeted to Home Page and by Channel Topic.

<table>
<thead>
<tr>
<th>Size</th>
<th>Net CPM</th>
</tr>
</thead>
<tbody>
<tr>
<td>728x90</td>
<td>$100</td>
</tr>
<tr>
<td>300x250</td>
<td>$100</td>
</tr>
</tbody>
</table>

## Channel Sponsorship (Weekly)

<table>
<thead>
<tr>
<th>Flat Rate</th>
<th>Est. Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>$30,000</td>
<td>800,000</td>
</tr>
<tr>
<td>$15,000</td>
<td>250,000</td>
</tr>
<tr>
<td>$15,000</td>
<td>100,000</td>
</tr>
<tr>
<td>$7,500</td>
<td>75,000</td>
</tr>
<tr>
<td>$40,000</td>
<td>1,200,000</td>
</tr>
</tbody>
</table>

## 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

## High Impact Units

### Home Page Takeover

<table>
<thead>
<tr>
<th>Flat Rate</th>
<th>Est. Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>$19,500/Day</td>
<td>100,000</td>
</tr>
<tr>
<td>$26,000/Day</td>
<td>125,000</td>
</tr>
</tbody>
</table>

(with 640x480 prestitial)

### 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).

<table>
<thead>
<tr>
<th>Flat Rate</th>
<th>Est. Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>$22,000/Day</td>
<td>150,000</td>
</tr>
<tr>
<td>$27,000/Day</td>
<td>150,000</td>
</tr>
</tbody>
</table>

(with push-down unit)

### 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.

<table>
<thead>
<tr>
<th>Flat Rate</th>
<th>Est. Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>$30,000/Day</td>
<td>250,000</td>
</tr>
<tr>
<td>$35,000/Day</td>
<td>250,000</td>
</tr>
</tbody>
</table>

(with push-down unit)

### Video Pre-roll

<table>
<thead>
<tr>
<th>Flat Rate</th>
<th>Est. Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>$100 CPM</td>
<td></td>
</tr>
</tbody>
</table>

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

### Rich Media (ROS)

<table>
<thead>
<tr>
<th>Flat Rate</th>
<th>Est. Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>$100 CPM</td>
<td></td>
</tr>
</tbody>
</table>

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 / Op-Ed:
  - Starting at $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 70,000 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.

- 3X $15,000
- 6X $14,000
- 9X $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](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.

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**Impression Delivery Clause**

Upon completion of 150% impression delivery for 100% SOV sponsorships or high impact units, the publisher reserves the right to reduce or cease impression delivery for the remaining term of the sponsorship.
2015 ADWEEK BLOG NETWORK RATE CARD

**Agencies**

AgencySpy  
FishbowlNY  
FishbowlDC  
GalleyCat  
LostRemote

**PRNewser**

SocialTimes  
TVNewser  
TVSpy

---

**Run of Network**

- Minimum of two Channels for RON
- Minimum net ad spend: $5,000

**Combination Discounts**

- **RON (all 9 Channels):** $35
- **Any combination of 5 Channels:** $40
- **4,3,2 targeted Channels:** $45

**Dollar Volume Discounts**

<table>
<thead>
<tr>
<th>Dollar Volume</th>
<th>Discount</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Based on net ad spend)</td>
<td></td>
</tr>
<tr>
<td>$15,000 - $29,999</td>
<td>2%</td>
</tr>
<tr>
<td>$30,000 - $49,999</td>
<td>4%</td>
</tr>
<tr>
<td>$50,000 - $74,999</td>
<td>6%</td>
</tr>
<tr>
<td>$75,000 - $99,999</td>
<td>8%</td>
</tr>
<tr>
<td>$100,000+</td>
<td>10%</td>
</tr>
</tbody>
</table>

**Home Page Takeovers**

<table>
<thead>
<tr>
<th>Website</th>
<th>Daily Estimated Impressions</th>
<th>Net Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV Newser</td>
<td>58,000</td>
<td>$10,000</td>
</tr>
<tr>
<td>Agency Spy</td>
<td>25,500</td>
<td>$5,500</td>
</tr>
<tr>
<td>TV Spy</td>
<td>23,000</td>
<td>$5,000</td>
</tr>
<tr>
<td>Social Times</td>
<td>7,200</td>
<td>N/A</td>
</tr>
<tr>
<td>FishBowl NY</td>
<td>3,950</td>
<td>N/A</td>
</tr>
<tr>
<td>Fishbowl DC</td>
<td>3,000</td>
<td>N/A</td>
</tr>
<tr>
<td>Galley Cat</td>
<td>1,650</td>
<td>N/A</td>
</tr>
<tr>
<td>PR Newser</td>
<td>1,450</td>
<td>N/A</td>
</tr>
<tr>
<td>Remote</td>
<td>1,000</td>
<td>N/A</td>
</tr>
<tr>
<td>ABN Grand Takeover</td>
<td>124,750</td>
<td>$16,000</td>
</tr>
</tbody>
</table>

**Weekly Channel Sponsorships**

<table>
<thead>
<tr>
<th>Website</th>
<th>Weekly Impressions</th>
<th>Net Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV Newser</td>
<td>1,476,000</td>
<td>$35,000</td>
</tr>
<tr>
<td>Social Times</td>
<td>1,400,000</td>
<td>$35,000</td>
</tr>
<tr>
<td>TV Spy</td>
<td>677,000</td>
<td>$19,000</td>
</tr>
<tr>
<td>Agency Spy</td>
<td>632,000</td>
<td>$18,000</td>
</tr>
<tr>
<td>Fishbowl NY</td>
<td>380,000</td>
<td>$13,000</td>
</tr>
<tr>
<td>Galley Cat</td>
<td>192,000</td>
<td>$7,000</td>
</tr>
<tr>
<td>PR Newser</td>
<td>142,000</td>
<td>$5,500</td>
</tr>
<tr>
<td>Fishbowl DC</td>
<td>96,000</td>
<td>$4,000</td>
</tr>
<tr>
<td>Remote</td>
<td>60,000</td>
<td>$3,000</td>
</tr>
<tr>
<td>ABN Grand Channel Sponsorship</td>
<td>5,055,000</td>
<td>$85,000</td>
</tr>
</tbody>
</table>

**Source:** Google Analytics, December 2014

Updated: 2/3/15
## 2015 E-NEWSLETTERS

### Advertising & Branding

The biggest news in advertising & branding

<table>
<thead>
<tr>
<th>Weekly Sends</th>
<th>50% SOV</th>
<th>100% SOV</th>
</tr>
</thead>
<tbody>
<tr>
<td>320,000</td>
<td>$18,500</td>
<td>$27,500</td>
</tr>
</tbody>
</table>

### Adweek Daily Digest

A recap of the top stories of the day

<table>
<thead>
<tr>
<th>Weekly Sends</th>
<th>50% SOV</th>
<th>100% SOV</th>
</tr>
</thead>
<tbody>
<tr>
<td>185,000</td>
<td>$8,200</td>
<td>$12,300</td>
</tr>
</tbody>
</table>

### Technology Today

The best intel on tech & today's media

<table>
<thead>
<tr>
<th>Weekly Sends</th>
<th>50% SOV</th>
<th>100% SOV</th>
</tr>
</thead>
<tbody>
<tr>
<td>185,000</td>
<td>$10,000</td>
<td>$15,000</td>
</tr>
</tbody>
</table>

### AdFreak Daily

The best and worst of creativity in advertising

<table>
<thead>
<tr>
<th>Weekly Sends</th>
<th>50% SOV</th>
<th>100% SOV</th>
</tr>
</thead>
<tbody>
<tr>
<td>145,000</td>
<td>$6,000</td>
<td>$9,000</td>
</tr>
</tbody>
</table>

### Television Today

A dedicated daily update on everything in TV

<table>
<thead>
<tr>
<th>Weekly Sends</th>
<th>50% SOV</th>
<th>100% SOV</th>
</tr>
</thead>
<tbody>
<tr>
<td>120,000</td>
<td>$6,500</td>
<td>$10,000</td>
</tr>
</tbody>
</table>

### Brandweek Report

The brand marketers source for news, data, insights, and community

<table>
<thead>
<tr>
<th>Weekly Sends</th>
<th>50% SOV</th>
<th>100% SOV</th>
</tr>
</thead>
<tbody>
<tr>
<td>58,000</td>
<td>$6,200</td>
<td>$9,500</td>
</tr>
</tbody>
</table>

### Adweek TV Upfront

The latest updates on the television upfront marketplace

#### Adweek TV Upfront 3+

<table>
<thead>
<tr>
<th>Weekly Sends</th>
<th>50% SOV</th>
<th>100% SOV</th>
</tr>
</thead>
<tbody>
<tr>
<td>105,000*</td>
<td>$9,500</td>
<td>$17,000</td>
</tr>
</tbody>
</table>

*Adweek TV Upfront notes weeks with 3+ sends

#### Adweek TV Upfront 2+

<table>
<thead>
<tr>
<th>Weekly Sends</th>
<th>50% SOV</th>
<th>100% SOV</th>
</tr>
</thead>
<tbody>
<tr>
<td>70,000*</td>
<td>$7,500</td>
<td>$13,500</td>
</tr>
</tbody>
</table>

*Adweek TV Upfront notes weeks with 2+ sends

#### Adweek TV Upfront 1+

<table>
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<tr>
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*Adweek TV Upfront notes weeks with 1+ sends

### Adweek TV Upfront 3+

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*Adweek TV Upfront notes weeks with 3+ sends

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*Adweek TV Upfront notes weeks with 2+ sends

### Adweek TV Upfront 1+

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<td>$5,500</td>
<td>$9,000</td>
</tr>
</tbody>
</table>

*Adweek TV Upfront notes weeks with 1+ sends

### Adweek Digital Content

#### NewFronts

To the minute updates on the NewFronts

<table>
<thead>
<tr>
<th>Weekly March 2 – May 25</th>
<th>Weekly Sends</th>
<th>50% SOV</th>
<th>100% SOV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>35,000</td>
<td>$5,000</td>
<td>$10,000</td>
</tr>
</tbody>
</table>

Daily April 27 – May 6

<table>
<thead>
<tr>
<th>Daily Sends</th>
<th>50% SOV</th>
<th>100% SOV</th>
</tr>
</thead>
<tbody>
<tr>
<td>35,000</td>
<td>$10,000</td>
<td>$20,000</td>
</tr>
</tbody>
</table>

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 4A’s/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: 7/8/15
ADWEEK BLOG NETWORK E-NEWSLETTERS

**AgencySpy**
Breaking news and dish from the top agencies
Weekly Sends 50% SOV 100% SOV
69,935 $6,500 $9,800

**Fishbowlny**
Breaking news about print, TV and digital media in NYC
Weekly Sends 50% SOV 100% SOV
159,765 $9,000 $12,000

**Fishbowldc**
Breaking news about print, TV and digital media in DC
Weekly Sends 50% SOV 100% SOV
41,090 $3,000 $4,500

**GalleyCat**
Where publishing professionals get their news
Weekly Sends 50% SOV 100% SOV
81,005 $3,000 $5,000

**LostRemote**
The latest in social TV evolution
Weekly Sends 50% SOV 100% SOV
8,230 $500 $1,000

**Morning Media Newsfeed**
The daily information source spanning ad topics including social media, advertising & PR, TV & video, publishing, design and ad technology
Weekly Sends 50% SOV 100% SOV
634,460 $20,000 $29,000

**Morning Social Media Newsfeed**
The daily morning social media newsfeed
Weekly Sends 50% SOV 100% SOV
116,015 $6,000 $9,500

**PRNewser**
Insider news and perspective on the world of PR
Weekly Sends 50% SOV 100% SOV
57,010 $5,200 $9,200

**SocialTimes**
Your social media source
Weekly Sends 50% SOV 100% SOV
232,840 $15,000 $25,000

**TVNewser**
A daily mix of all things TV news
Weekly Sends 50% SOV 100% SOV
73,050 $5,500 $9,000

**TVSpy**
Insider perspective about TV news
Weekly Sends 50% SOV 100% SOV
96,935 $6,000 $9,000

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 4A’s/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: 7/8/15
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 MBH.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.

PRINT SPECIFICATIONS

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

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
825 Eighth Avenue, 29th Floor
New York, NY 10019
(212) 493-4233

Updated: 8/17/15
PRINT SPECS

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
**Got You Covered**

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 3-3/8" 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.

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**ADWEEK**
825 Eighth Avenue, 29th Floor
New York, NY 10019
(212) 493-4233
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 weekend 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.

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ADWEEK
825 Eighth Avenue, 29th Floor
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Run-of-Network (Includes Adweek Blog Network)

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

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, videowalls, skins)

Contact:

**Your Adweek Sales Representative** or

**Ariel Perallon**, Ad Operations Management

(212) 493-4414
ariel.perallon@adweek.com

Updated: 2/3/15
### e-Newsletter

<table>
<thead>
<tr>
<th>Creative Size</th>
<th>GIF/JPEG File Size</th>
<th>Flash</th>
<th>Polite File Size (Additional Loads)</th>
<th>Expansion Dimensions</th>
<th>Expansion Direction</th>
<th>Animation Time</th>
<th>Looping</th>
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<td>728 x 90</td>
<td>40K</td>
<td>Not Accepted</td>
<td>N/A</td>
<td>N/A</td>
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Third party tags are not accepted for newsletters. We will however accept a click tracking URL.

### Mobile

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<tr>
<th>Creative Size</th>
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<th>File Format Animations</th>
<th>File Size Basic Banners</th>
<th>File Size Enhanced Banners</th>
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<td>Animated GIF</td>
<td>&lt; 5KB</td>
<td>&lt; 7.5KB</td>
</tr>
</tbody>
</table>

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

*Updated: 2/3/15*
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
# Key Contacts

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

<table>
<thead>
<tr>
<th>First Name</th>
<th>Last Name</th>
<th>Title</th>
<th>Office Phone</th>
<th>Email</th>
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</thead>
<tbody>
<tr>
<td><strong>Sales</strong></td>
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</tr>
<tr>
<td>Robert</td>
<td>Eisenhardt</td>
<td>General Manager</td>
<td>212.493.4288</td>
<td><a href="mailto:rob.eisenhardt@adweek.com">rob.eisenhardt@adweek.com</a></td>
</tr>
<tr>
<td>Adam</td>
<td>Remson</td>
<td>General Manager</td>
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<td><a href="mailto:adam.remson@adweek.com">adam.remson@adweek.com</a></td>
</tr>
<tr>
<td>Jason</td>
<td>Davis</td>
<td>Digital Technology Sales Manager</td>
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<td><a href="mailto:jason.davis@adweek.com">jason.davis@adweek.com</a></td>
</tr>
<tr>
<td>Dan</td>
<td>McNamee</td>
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<td><a href="mailto:daniel.mcnamee@adweek.com">daniel.mcnamee@adweek.com</a></td>
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<td>Rory</td>
<td>McAlister</td>
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<td><a href="mailto:rory.mcalister@adweek.com">rory.mcalister@adweek.com</a></td>
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<tr>
<td>Al</td>
<td>Nassour</td>
<td>Account Director, New York</td>
<td>212.493.4137</td>
<td><a href="mailto:al.nassour@adweek.com">al.nassour@adweek.com</a></td>
</tr>
<tr>
<td>Kim</td>
<td>Abramson</td>
<td>Account Director, N California / Pacific NW</td>
<td>415.705.6772</td>
<td><a href="mailto:kim.abramson@adweek.com">kim.abramson@adweek.com</a></td>
</tr>
<tr>
<td>Gary</td>
<td>Thompson</td>
<td>Account Director, Southern California</td>
<td>424.206.1988</td>
<td><a href="mailto:gary.thompson@adweek.com">gary.thompson@adweek.com</a></td>
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<tr>
<td>David</td>
<td>Arganbright</td>
<td>Account Representative</td>
<td>212.547.7931</td>
<td><a href="mailto:dave.arganbright@adweek.com">dave.arganbright@adweek.com</a></td>
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<tr>
<td><strong>Marketing</strong></td>
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<tr>
<td>Liza</td>
<td>Kirsh</td>
<td>Vice President, Marketing</td>
<td>212.493.4411</td>
<td><a href="mailto:liza.kirsh@adweek.com">liza.kirsh@adweek.com</a></td>
</tr>
<tr>
<td>Kym</td>
<td>Blanchard</td>
<td>Integrated Marketing Director</td>
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<td><a href="mailto:kym.blanchard@adweek.com">kym.blanchard@adweek.com</a></td>
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<td><strong>BrandShare Custom Content</strong></td>
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<tr>
<td>Stuart</td>
<td>Feil</td>
<td>Custom Publishing Director</td>
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<td><a href="mailto:stuart.feil@adweek.com">stuart.feil@adweek.com</a></td>
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<tr>
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<td>Yarnell</td>
<td>Digital Content Strategist</td>
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<tr>
<td>Evan</td>
<td>Tarantino</td>
<td>Assistant Content Manager</td>
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<tr>
<td><strong>Digital Ad Operations</strong></td>
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<tr>
<td>Ariel</td>
<td>Perallon</td>
<td>Ad Operations Management</td>
<td>212.493.4414</td>
<td><a href="mailto:ariel.perallon@adweek.com">ariel.perallon@adweek.com</a></td>
</tr>
<tr>
<td>Biz</td>
<td>Mulu</td>
<td>Senior Integrated Sales Planner</td>
<td>212.493.4206</td>
<td><a href="mailto:biz.mulu@adweek.com">biz.mulu@adweek.com</a></td>
</tr>
<tr>
<td>Kenneth</td>
<td>Moshensky</td>
<td>Sales Assistant</td>
<td>212.493.4068</td>
<td><a href="mailto:kenneth.moshensky@adweek.com">kenneth.moshensky@adweek.com</a></td>
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<tr>
<td>Cindee</td>
<td>Weiss</td>
<td>Production Manager</td>
<td>212.493.4233</td>
<td><a href="mailto:cindee.weiss@adweek.com">cindee.weiss@adweek.com</a></td>
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<tr>
<td><strong>Reprints</strong></td>
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<tr>
<td>Jennifer</td>
<td>Martin</td>
<td>Wrights Media</td>
<td>281.419.5725 x104</td>
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Updated: 2/3/15