

2013 Digital Rate Card

Effective: 1/1/13

Run of Site (ROS)

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

(not available on homepage)

Targeted Display

Targeted to Home Page and by Channel Topic

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

High Impact Units

Home Page Takeover

| Flat Rate | Est. Impressions |
|---|------------------|
| \$19,500/Day | 100,000 |
| \$25,000/Day (with push-down unit) | 100,000 |
| \$26,000/Day (with 640x480 prestitial) | 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 |
|---------------------------------------|------------------|
| \$19,500/Day | 100,000 |
| \$25,000/Day (with push-down unit) | 100,000 |

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 |
|---------------------------------------|------------------|
| \$38,000/Day | 200,000 |
| \$42,000/Day (with push-down unit) | 200,000 |

Prestitial/Interstitial

640x480 video/rich media/flash/static units

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

Channel Sponsorship (Weekly)

| | Flat Rate | Est. Impressions |
|------------------------|-----------|------------------|
| Advertising & Branding | \$ 25,000 | 500,000 |
| Digital/Technology | \$ 10,000 | 125,000 |
| Television | \$ 15,000 | 100,000 |
| The Press | \$ 7,500 | 75,000 |
| AdFreak | \$ 15,000 | 500,000 |
| Video | \$ 5,500 | 50,000 |

Custom Programs (Non-Cancellable)

Sponsored Content \$30,000-\$50,000/Month*

Includes a semi-permanent tab under the nav bar. Covers all articles on custom topic.

(3-month minimum)

*Ask your Adweek rep for a project quote

Video Pre-roll \$100 CPM

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

Available franchise positions

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

Rich Media \$100 CPM

All standard units available

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

Digital Download

Includes sponsored uploaded data and intelligence, targeted 728x90 display ads, and co-branded ROS.

| | |
|---------|----------|
| 1 Month | \$10,000 |
| 3 Month | \$25,000 |

Webinars

| | |
|----|----------|
| 1X | \$22,000 |
| 2X | \$20,000 |
| 3X | \$18,000 |

Editorial Hubs (Non-Cancellable)

Tied to special issues on editorial calendar. Sponsorship is live for two weeks. Single sponsored except where noted by *.

| Editorial Hubs | Start Date |
|----------------|------------|
| Editorial Hubs | \$30,000 |

Demographics Series

| | |
|-----------|-------|
| Women | 2/25 |
| Kids | 4/15 |
| Men | 9/23 |
| Diversity | 10/21 |

Digital Series

| | |
|---------------------------|-------|
| Mobile | 2/11 |
| Data | 3/25 |
| Video, Digital New Fronts | 4/29* |
| Social Media | 9/9 |
| Start-Ups | 11/4 |

Features / Issues

| | |
|--------------------------|-------|
| Media Agency of the Year | 1/21 |
| Super Bowl | 1/28 |
| SXSW | 3/4 |
| TV Upfronts | 5/6 |
| Media All Stars | 6/3 |
| Cannes Preview | 6/17 |
| The Food Issue | 8/5 |
| Media Plan of the Year | 9/2 |
| Advertising Week | 10/7 |
| Hot List Reader Poll | 10/21 |
| Brand Genius | 10/28 |
| Hot List | 12/2 |
| Agency of the Year | 12/9 |

Mobile Sponsor (Non-Cancellable)

| Flat Rate | Est. Impressions |
|----------------|------------------|
| \$25,000/Month | 400,000 |

iPad Sponsorship (Non-Cancellable)

| Flat Rate | Est. Impressions |
|----------------|------------------|
| \$25,000/Month | 200,000 |

| Unit | Net Rate |
|------------------------|----------|
| SFP with Hyperlink | \$200 |
| DFT Page | \$300 |
| EFT Page | \$300 |
| Print Page + iPad Page | \$1,000 |
| Slide-Out Cover Unit | \$3,000 |

Contact:

Your Adweek Sales Representative or
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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: 1/8/13