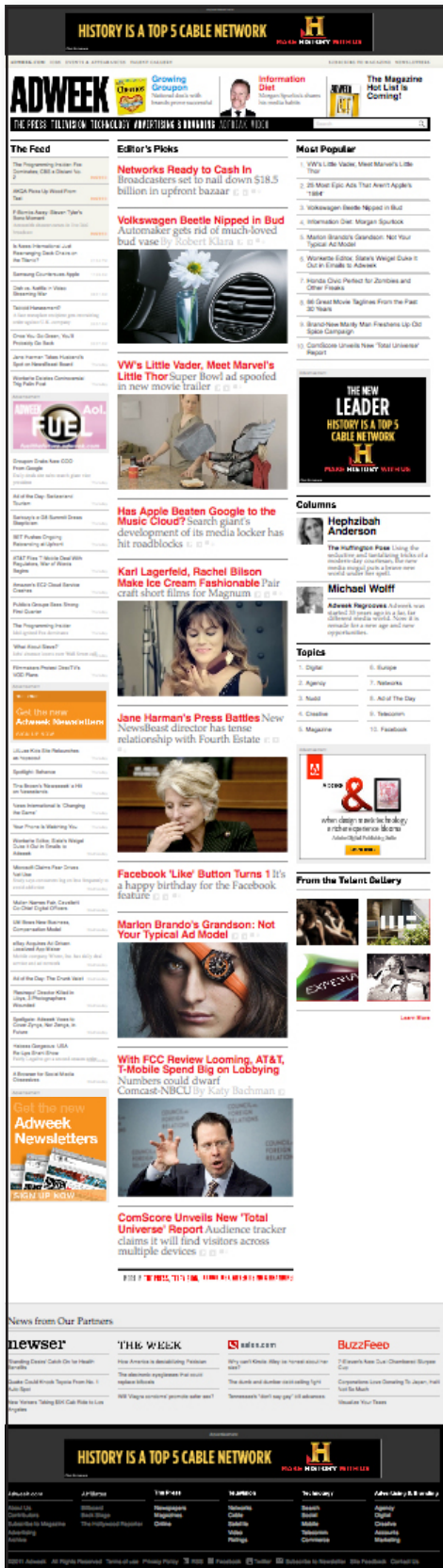


ADWEEK

2011 DIGITAL RATE CARD

Adweek's completely redesigned website is the destination for up-to-the-minute news driving the advertising, media and technology industries. Advertising units deliver high user engagement on all new, state of the art platforms to communicate your brand's message.



ROS (RUN OF SITE) PRICING

- 728x90 ad units: \$60 net cpm
- 300x250 ad units: \$60 net cpm
- 300x600 ad units: \$90 net cpm (not available on home page)

HOMEPAGE ROADBLOCK

	Net Flat Rate	Est. Impressions
Standard Roadblock Ad Units 728x90 (2) 300x250 (2)	\$11,000/Day	80,000
Push Down Roadblock Ad Units 300x250 (2) 728x90 (1)	\$13,000/Day	80,000
	945x250- Expanded 945x60- Non-Expanded	

PRESTITIAL

	Net Flat Rate	Est. Impressions
Ad Units 600x400	\$5,750	30,000
• Costs Net: • Video/Rich Media/Flash Units		
• Static Units	\$4,500	30,000

CATEGORY SPONSORSHIPS:

	Net Flat Rate	Est. Impressions
Ad Units 728x90 (2) 300x250 (1)		
Four Categories	\$12,000/Week	150,000

1. The Press:
2. Television:
3. Technology:
4. Advertising & Branding:

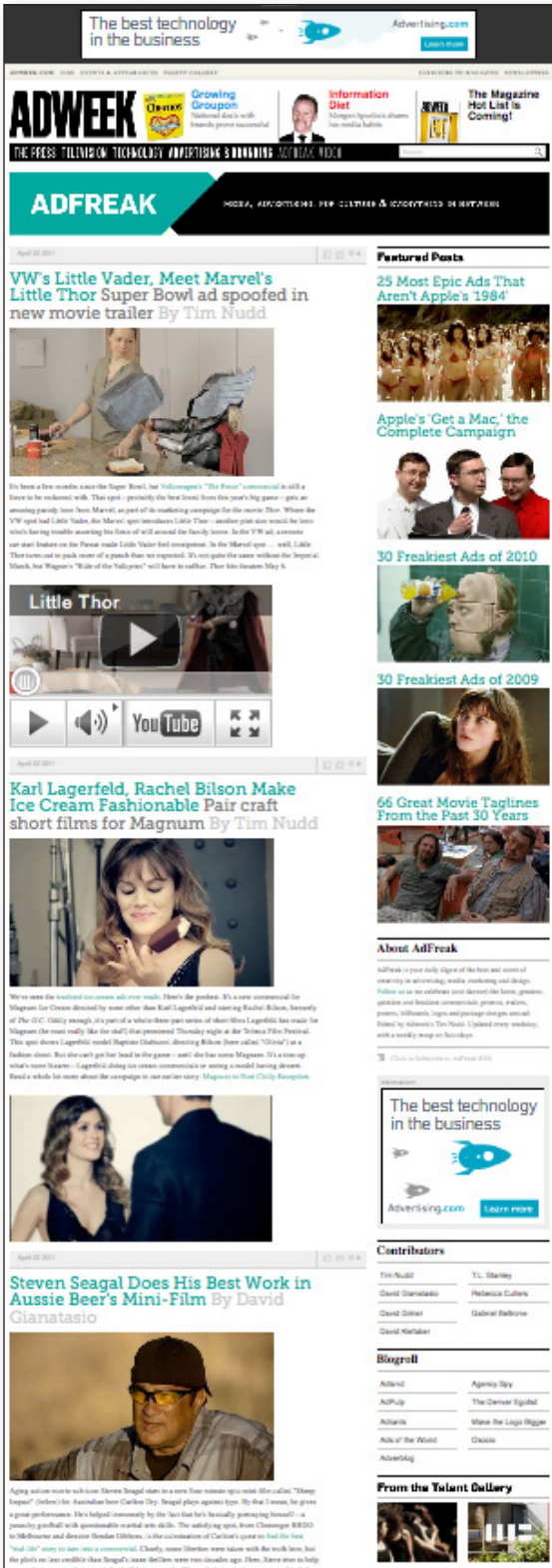
TOPIC SPONSORSHIPS:

	Net Flat Rate	Est. Impressions
Ad Units 728x90 (2) 300x250 (1)		

Sponsorable Topics:*

1. The Press:
 - Newspapers
 - Magazines
 - Digital
2. Television:
 - Networks
 - Cable
 - Satellite
 - Syndication
 - Video

More topics continued on following page



TOPIC SPONSORSHIPS CONTINUED **Net Flat Rate** **Est. Impressions**

Ad Units
 728x90 (2)
 300x250 (1)

Net Flat Rate \$3,000/Week

Est. Impressions 30,000

- Sponsorable Topics:***
- 3. Technology:**
 - Search
 - Social
 - Mobile
 - 4. Advertising & Branding:**
 - Agency
 - Accounts
 - Creative
 - Interactive
 - Marketing

*Other topics available upon request

• VIDEO HUB SPONSORSHIP **Net Flat Rate** **Est. Impressions**

Ad Units
 728x90 (2)
 300x250 (1)

Net Flat Rate \$12,000/Month

Est. Impressions 150,000

• MICHAEL WOLFF COLUMN SPONSORSHIP **Net Flat Rate** **Est. Impressions**

Ad Units
 728x90 (2)
 300x250 (1)

Net Flat Rate \$8,000/Month

Est. Impressions 80,000

• SPONSORSHIP ADFREAK **Net Flat Rate** **Est. Impressions**

Ad Units
 728x90 (2)
 300x250 (1)

Net Flat Rate \$15,000/Week

Est. Impressions 150,000