

ADWEEK

2011 e-NEWSLETTER RATE CARD

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

All newsletters, unless noted, have the following four ad units:

Top 728x90 Leaderboard | 300x250 Square | 160x600 Skyscraper | 728x90 Anchor

Rates subject to change at Publisher's discretion



Adweek Daily Monday - Friday

A recap of the top stories of the day

- Subscribers: 36,000 / Weekly Sends: 180,000
- Weekly Net Sponsorship
 - 728x90 Top: \$6,825 300x250: \$6,405
 - 160x600: \$6,405 728x90 Anchor: \$3,150

Today's News in The Press Monday - Friday

The most important news and press-related stories

- Subscribers: 26,250 / Weekly Sends: 131,250
- Weekly Net Sponsorship
 - 728x90 Top: \$5,250 300x250: \$4,930
 - 160x600: \$4,930 728x90 Anchor: \$2,425

Today's News in Television Monday - Friday

An update focused solely on the television industry

- Subscribers: 26,600 / Weekly Sends: 133,000
- Weekly Net Sponsorship
 - 728x90: \$5,250 300x250: \$4,930
 - 160x600: \$4,930 728x90 Anchor: \$2,425

Today's News in Technology Monday - Friday

Intelligence from the digital and technology world

- Subscribers: 46,000 / Weekly Sends: 230,000
- Weekly Net Sponsorship
 - 728x90: \$8,730 300x250: \$8,190
 - 160x600: \$8,190 728x90 Anchor: \$4,030

Today's News in Advertising & Branding Monday - Friday

The biggest news in advertising and branding

- Subscribers: 96,000 / Weekly Sends: 480,000
 - Weekly Net Sponsorship
 - 728x90: \$13,000
 - 300x250: \$12,200
 - 160x600: \$12,200
 - 728x90 Anchor: \$6,000
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Adweek Upfront (March – May)

The latest information on the upfront television marketplace

- Subscribers: 50,000
 - Weekly Net Sponsorship Cost
 - Weeks with 1+ sends (3/21, 4/4, 4/11) / Weekly Sends: 50,000
 - Anchor: 728x90: \$2,945
 - 300x250: \$2,945
 - 160x600: \$2,945
 - 728x90 Anchor: \$2,945
 - Weeks with 2+ sends (4/25, 5/2, 5/30, 6/6) / Weekly Sends: 100,000
 - Anchor: 728x90: \$5,890
 - 300x250: \$5,890
 - 160x600: \$5,890
 - 728x90 Anchor: \$5,890
 - Weeks with 3+ sends (5/9, 5/16, 5/23) / Weekly Sends: 150,000
 - Anchor: 728x90: \$8,835
 - 300x250: \$8,835
 - 160x600: \$8,835
 - 728x90 Anchor: \$8,835
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Adweek's Breaking News Alert 2x Per Week

The first place to read about the biggest, breaking news stories in media

- This Newsletter has only one Ad Unit
 - Subscribers: 37,500 / Weekly Sends: 75,000
 - Weekly Net Sponsorship
 - 300x250 / \$5,850
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