

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
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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 \$100 CPM

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

Available franchise positions:

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

Rich Media (ROS) \$100 CPM

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

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