

# 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 <i>(with push-down unit)</i>	100,000
\$26,000/Day <i>(with 640x480 prestitial)</i>	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 <i>(with push-down unit)</i>	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 <i>(with push-down unit)</i>	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**  
**Robert Eisenhardt, Director of Digital Sales**  
 (212) 493-4288  
 rob.eisenhardt@adweek.com

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](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