

# SPONSORSHIP OPPORTUNITY

## Ad Age China

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**Ad Age China** is the weekly e-mail newsletter and Web site that delivers industry insight on this burgeoning region, including news, market trends and player profiles.

Distributed every Wednesday, Ad Age China is **received by more than 18,300 professionals** focused on growing their brands and their clients' brands in China.

### SAMPLE MARKETERS

Adidas  
American Express  
Cathay Pacific Airways  
Citibank  
Coca-Cola  
FedEx  
IBM  
L'Oreal  
McDonald's  
Nestle  
Nokia  
PriceWaterhouse Coopers  
Procter & Gamble  
Samsung  
Starbucks  
Unilever  
Volkswagen  
Yahoo!

### SAMPLE AGENCIES

Bates Asia  
BBDO  
Carat Media Services  
DDB  
Dentsu  
Euro RSCG  
Grey  
JWT  
Leo Burnett  
Mediaedge:cia  
Mindshare  
Ogilvy & Mather  
Saatchi & Saatchi  
Starcom Mediavest  
TBWA  
Weiden + Kennedy  
Y&R  
Zenith Optimedia

### SAMPLE TITLES

CEO  
President  
Chief Creative Officer  
Chief Operating Officer  
VP  
General Manager  
Group Brand Director  
Global Marketing Officer  
Director  
Group Advertising Director  
Director of Marketing  
Regional Account Director  
China Manager  
Marketing Manager  
Corporate Communications Officer  
Market Analyst

### RATES (GROSS)

- Limited to 2 sponsors/month
- \$4,500/4 consecutive weeks
- \$1,250/week

### SPECIFICATIONS

- Each advertiser must provide these banner ad sizes: 728 x 90, 468 x 60, 120 x 600, 160 x 600
- Each advertiser rotates among all the positions on the newsletter (and website based on availability)

### SALES CONTACT

Allison Arden, General Manager, Interactive  
212.210.0794 • aarden@crain.com.