

ADCRITIC HOME PAGE TAKEOVER

CREATIVITY
AdCritic.com
20 YEARS

Monopolize the creative world's most valuable online real estate

When you purchase a home page takeover on *Creativity's* AdCritic (www.adcritic.com), **you dominate the home page.** Your ads – **and only your ads** – appear all over the home page, giving you 100% share of voice. Add a wallpaper effect to the background to enhance your ads' impact.

This is simply the best way to maximize visibility among the **10,000 marketing, advertising and creative decision makers** who subscribe to AdCritic and check it out every day.



Enhance your banner ads with your own wallpaper as background

RATES (gross)

1x.....	\$14,000
3x.....	\$13,500
6x.....	\$12,500
9x.....	\$11,000
12x.....	\$10,000
24x.....	\$9,000

Full-week takeovers include wallpaper, 728x90, 468x60 and 120x240

SPECIFICATIONS

Call your sales representative

SPECIAL OFFER

- Run a home page takeover online
- AND
- Take a full-page ad the same week in *Creativity*
- AND
- **Receive 10% off the home page takeover**

Eligible Weeks

Jan 16	Jul 17
Feb 13	Aug 14
Mar 13	Sep 11
Apr 10	Oct 16
May 15	Nov 13
Jun 12	Dec 11

SALES CONTACT

For more information, please contact your sales representative or Adam Gold, Advertising Director, at 212-210-0241 • agold@crain.com.