

# SPONSORSHIP OPPORTUNITY SUPER BOWL XL

February 5, 2006

# CREATIVITY

AdCritic.com

# 20 YEARS

## Link your brand to the biggest advertising event of the year

The Super Bowl is the one television event where people watch the commercials as much as the game itself. But on *Creativity's* AdCritic, agency creatives and client marketers come to watch commercials every single day, especially during and immediately following the Super Bowl.

Starting on January 30, a week before the Super Bowl, AdCritic will preview the commercials that will run throughout the game, along with commentary on the hits and misses and the overall trends in this year's crop. All the commercials will be available for viewing on the day of the Super Bowl

Brand yourself alongside the commercials that more people watch each year than any others.



## ADVERTISEMENTS

- Three banner ads (468x60, two 120x600), "Sponsored by" and logo recognition around Super Bowl section on *Creativity's* AdCritic
- Homepage takeover for the week prior to the Super Bowl (includes three banner ads – 728x90, 468x60, 120x240 – plus wallpaper effect)
- Logo presence on all promotional banner ads run-of-site on *Creativity's* AdCritic

## RATES

\$35,000 NET for 12 months

## SALES CONTACT:

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