

RUN-OF-SITE (ROS)

Impressions		CPM	
75K	\$3,375	75-99K	\$45
100K	\$4,300	100-149K	\$43
150K	\$6,150	150-199K	\$41
200K	\$7,600	200K+	\$38

DOLLAR VOLUME DISCOUNT Based on Online Gross Spend:

Dollar Volume	Discount
\$100,000+	20%
\$25,000 - \$99,999	15%
\$10,000 - \$24,999	7%

\$35K and above in print receive a 5% cross-promotion discount online.

VIDEO & SPECIAL REPORTS

	Rate	Duration
Face 2 Face	\$29,400	Series
Podcast	\$25,000	12 weeks
Home Page Takeovers	\$14,420	week
Special Reports online	\$29,400	month
Video Banner Add-ons	add \$3,030	month

Includes full-page, 4-color ad in print issue.

You can include video inside your banner ad. Available in 728 x90 size only. Cost is in addition to other banner/ad sponsor rates.

NEWSLETTERS

	Rate	Duration	Frequency
TV	\$7,240	month	2x/week
Interactive	\$4,560	month	1x/week
Print	\$4,830	month	1x/week

Submit 468 x 60 and 120 x 240 banners. Ads will rotate evenly among sponsors.

Submit 468 x 60 and 120 x 240 banners. Ads will rotate evenly among sponsors.

Submit 468 x 60 banner. Ads will rotate evenly among sponsors.

All rates are gross and subject to 15% agency discount.

To advertise, contact Adam Gold, General Manager, tel: 212-210-0241 • agold@crain.com

TECHNICAL SPECIFICATIONS

RUN-OF-SITE ADS

Advertisers must provide the following ad sizes:

- 300x250, 728x90

File sizes and dimensions**

Dimensions	Max. File Size		Animation Length
	GIF or JPEG	Flash/Rich Media	
300x250	20K	30K	15 sec.
728x90	20K	30K	15 sec.

Rich Media: We accept Flash, Java-script, HTML and others (please inquire). All expenses related to serving rich media ads will be the responsibility of the advertiser. When submitting Flash (SWF) file format, please refer to our required modification instructions at <http://www.craini2i.com/flash/>

Third-Party Networks: We accept creative from most major ad serving networks (please inquire).

HOME PAGE TAKEOVER

Includes three banner ads and wallpaper

Banner ad specifications

Advertiser must provide the following ad sizes:

- 728x90, 468x60 and 120x240

File sizes and dimensions**

Width	Height	File Size	Max. Animation Length
728	90	25K	15 sec
468	60	20K	15 sec
120	240	20K	15 sec

**Note: file sizes are for GIFs and JPEGs. Flash and other rich media units may be used, not to exceed 50K in size (75K for 728x90 size).

Other Specifications

Rich Media: We accept Flash, Java-script, HTML and others (please inquire). All expenses related to serving rich media ads will be the responsibility of the advertiser. When submitting Flash (SWF) file format, please refer to our required modification instructions at <http://www.craini2i.com/flash/>

Third-Party Networks: We accept creative from most major ad serving networks (please inquire).

Wallpaper Specifications

- The creative must be supplied as static GIF or JPEG.
- The file size should not exceed 7kb.
- Physical dimensions should not exceed 120 pixels in either width or height.
- The creative image will be applied as a background to the HTML page and will be tiled. Image can include color/texture but cannot include pictures or logos. All wallpaper is subject to publisher's approval.

CREATIVITY E-MAIL NEWSLETTER: TV EDITION

GIF or JPEG only (no Flash or other rich media)

File sizes and dimensions

Width	Height	File Size	Max. Animation Length
468	60	22K	15 sec
120	240	22K	15 sec

CREATIVITY E-MAIL NEWSLETTER: PRINT & DESIGN EDITION

GIF or JPEG only (no Flash or other rich media)

File sizes and dimensions

Width	Height	File Size	Max. Animation Length
468	60	22K	15 sec

CREATIVITY E-MAIL NEWSLETTER: INTERACTIVE EDITION

GIF or JPEG only (no Flash or other rich media)

File sizes and dimensions

Width	Height	File Size	Max. Animation Length
468	60	22K	15 sec
120	240	22K	15 sec

CONTACT INFORMATION

Sales

Adam Gold, General Manager

agold@crain.com • Phone: 212-210-0241

Cathy Allendorf, Sales Representative

callendorf@crain.com • Phone: 323-370-2441

Joshua Stoller, Sales Representative

jstoller@crain.com • Phone: 212-210-0741

Creative Submission

All creative plus click-thru URL must be received at least 7 days prior to start of schedule. Send creative to Sherry Emard at semard@crain.com. Questions? Call 313-446-0429.