

2007 Interactive Rate Card

All rates are gross

Effective 4/1/07 – 6/30/07 · Updated on 6/14/07 · © 2007 Crain Communications Inc

RUN OF SITE (ROS)			
Impressions			CPM
100k	\$7,700	100K-199K	\$77
200k	\$14,800	200K-299K	\$74
300k	\$21,300	300K-499K	\$71
500k	\$33,500	500K-999K	\$67
1000k	\$65,000	1M+	\$65

DOLLAR VOLUME DISCOUNT Based on Online Gross Spend:	
	Discount
\$200,000+	15%
\$125,000-\$199,999	10%
\$50,000-\$124,999	7%
\$10,000-\$49,999	5%

\$100K and above in print receive a 5% cross promotion discount on online. Advertisers spending \$50K net or above will be rate protected to the 2006 rate card with the Dollar Volume Discount program.

HOME PAGE TAKEOVER						
Full Week	Monday	Tuesday	Wednesday	Thursday	Friday	Weekend
\$54,350	\$14,850	\$13,950	\$12,555	\$9,000	\$8,100	\$5,500

Add audio at no additional charge

SPECIAL REPORTS	
Per Report	\$29,400

EVENT SPONSORSHIPS	
Multiple-day Events	\$58,825
Single-day Events	\$29,400

TARGETED OPPORTUNITIES		
	4 Consecutive Weeks	Quarterly
Search Engine		
Overall sponsorship	\$17,650	\$47,650
Keyword category sponsorship	\$1,765	\$4,765
TV Spots Video Viewer	\$9,550	\$25,785
Email a Friend	\$8,500	\$22,950
Why It Matters	\$5,000	\$13,500
American Demographics	\$14,250	\$38,475
Hispanic Marketing	\$5,850	\$15,795

HTML E-MAIL NEWSLETTERS			
	Weekly	4 Consecutive Weeks	12 Consecutive Weeks
Daily News E-mail	\$13,125	\$47,250	
MediaWorks E-mail	\$8,050	\$28,950	
Ad Age Digital	N/A	\$12,500	\$34,000
Madison+Vine Email	\$1,750	\$6,300	
Ad Age China Email	\$1,250	\$4,500	

All pricing (except for Daily News) includes impressions on targeted area.

TEXT E-MAIL NEWS ALERTS		
	Single Alert	4 Pack
Breaking News	\$4,250	\$15,300
Hispanic News	\$2,800	\$10,080

MOBILE ACCESS	
1 Month	\$7,650
3 Months	\$17,650

Technical Specifications

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Run-of-site ads

Advertiser must provide the following ad sizes:

- 160x600, two 300x250, 728x90

File Sizes/Types/Dimensions

Dimensions	Max. File Size		Animation Length
	GIF or JPEG	Flash/Rich Media	
160x600	20K	30K	15 sec.
300x250	20K	30K	15 sec.
728x90	20K	30K	15 sec.
468x60	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 four banner ads and an introductory unit.

Banner ad specifications

Advertiser must provide the following ad sizes:

- 160x600, two 300x250, 728x90

For additional banner ad specifications, see run-of-site ad specifications above.

Introductory Unit Specifications

General specifications

- 640x480 in dimension
- 60K max file size
- Flash 5 player
- 5-8 seconds max
- Due 7 days prior to run
- No interactivity or buttons in intro messages
- No additional movie loading from the SWF

Required code when submitting a shockwave interstitial file

- When submitting Flash (SWF) file format, please refer to our required modification instructions at <http://www.craini2i.com/flash/>
- The final frame of the SWF file should call a getURL function to redirect to <http://adage.com>. The last frame should also have a "stop" action in it. Following is the code to use:

```
getURL("http://www.adage.com/index.cms?intro=seen");  
stop();
```

Files required for submissions

- SWF file
- FLA file
- Fonts used (Mac format preferred)

The page that the Introductory Message appears on will have an AdAge.com logo and a link directly to AdAge.com.

When submitting a ThirdParty Served Interstitials

The interstitial cannot be clickable/interactive. Interstitial needs to play message and stop. Adage.com will take care of the redirect to www.adage.com.

Special Reports

Advertisers must provide the following ad sizes:

- 160x600, 300x600, two 728x90
- For additional banner ad specifications, see run-of-site ad specifications above.

Advertiser also receives "Sponsored by" and logo recognition
Logo specifications – EPS vector graphic

Event Sponsorships

Advertisers must provide the following ad sizes:

- 160x600, two 300x250, 728x90
- For additional banner ad specifications, see run-of-site ad specifications above.

Advertiser also receives "Sponsored by" and logo recognition

- Logo specifications – EPS vector graphic

Advertiser also receives advertising on Video Viewer for event video coverage that includes:

- 468x60 banner ad (GIF/JPEG – 20K max or FLASH – 30K max)
- 2-second introductory video
- Video roll (up to 90 seconds)

See Video Viewer under Monthly Sponsorship Opportunities for complete specifications

Monthly Sponsorship Opportunities

Video Viewer

Advertiser must provide the following:

- 468x60 banner ad (GIF/JPEG – 20K max or FLASH – 30K max)
- 2-second introductory video
- Video roll (up to 90 seconds)

Video specifications

- Image Size: 640 x 480
- Video Codec: Sorenson Video 3 or DV-NTSCD
- Audio Codec: MP3 or IMA 4:1
- Data Rate: > 1500 kbps
- File Format: Quicktime (.mov)

Other monthly sponsorships

Advertiser must provide the following ad sizes:

160x600, two 300x250, 728x90

For additional banner ad specifications, see run-of-site ad specifications above

HTML E-mail Newsletters

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

Advertiser must provide the following ad sizes:

- 728x90, two 300x250
- For additional banner ad specifications, see run-of-site ad specifications above.

Text E-mail News Alerts

Specifications

- 3 lines of text
- 60 characters per line plus URL

Contact Information

Sales

Allison Arden, Associate Publisher aarden@adage.com Phone: 212-210-0794

Banner ad & Introductory Unit Submissions

All creative must be received at least five business days prior to start of schedule. Send creative to Sherry Emard at semard@adage.com. Questions? Call Sherry at 313-446-0429.

Video Submissions

All creative must be received at least 5 business days prior to start of schedule. Send video to Sherry Emard at 1155 Gratiot Avenue, Detroit, MI 48207 Questions? Call Sherry at 313-446-0429 or e-mail semard@adage.com.

Text Ad Submissions

All creative must be received at least five business days prior to start of schedule. Send creative to Katherine Ainsworth at kainsworth@adage.com. Questions? Call Katherine at 212-210-0475.