

RUN-OF-SITE (ROS)

Impressions		CPM	
75K	\$3,675	75-99K	\$49
100K	\$4,700	100-149K	\$47
150K	\$6,600	150-199K	\$44
200K	\$8,200	200K+	\$41

DOLLAR VOLUME DISCOUNT Based on Online Gross Spend:

Dollar Volume	Discount
\$100,000+	20%
\$50,000 - \$99,999	15%
\$25,000 - \$49,999	10%
\$12,000 - \$24,999	5%

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

VIDEO & SPECIAL REPORTS

	Rate	Duration
Original Video Sponsorships Face 2 Face/On Creativity <small>*50% share of voice</small>	\$8,000	monthly
Creativity Top 5 Weekly Video <small>* Up to :30 pre-roll</small>	\$12,000	monthly
Home Page Takeovers	\$15,600	week
Special Reports online <small>Includes full-page, 4-color ad in print issue.</small>	\$18,825	12 months online
Video Banner Add-ons <small>You can include video inside your banner ad. Available in 728 x90 size only. Cost is in addition to other banner/ad sponsor rates.</small>	add \$3,200	month

NEWSLETTER

	Rate	Duration	Frequency
Creativity Email Newsletter Mon-Thurs <small>Submit 728 x 90 and 300 x 250 banners. Ads will rotate evenly among sponsors.</small>	\$13,295	month	4x/week
	\$7,820	2 weeks	4x/week
	\$5,220	1 week	4x/week

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

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

TECHNICAL SPECIFICATIONS

RUN-OF-SITE ADS

Advertisers must provide the following ad sizes:

- 300x250, 728x90

File sizes and dimensions**

	Max. File Size		Animation Length
Dimensions	GIF or JPEG	Flash/Rich Media	Length
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 all banners on homepage

Banner ad specifications

Advertiser must provide the following ad sizes:

- 728x90, two 300x250

File sizes and dimensions**

Width	Height	File Size	Max. Animation Length
728	90	25K	15 sec
300	250	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).

CREATIVITY E-MAIL NEWSLETTER:

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

Banner ad specifications

Advertiser must provide the following ad sizes:

- 728x90, two 300x250

File sizes and dimensions

Width	Height	File Size	Max. Animation Length
728	90	22K	15 sec
300	250	22K	15 sec

FACE2FACE/ON CREATIVITY/CREATIVITY TOP 5:

Video Pre-Roll, GIF or JPEG only (no Flash or other rich media)

Banner ad specifications

Advertiser must provide the following ad sizes:

- 728x90, two 300x250

File sizes and dimensions

Width	Height	File Size	Max. Animation Length
728	90	22K	15 sec
300	250	22K	15 sec

Video Pre-Roll

Format: Quicktime

Video Codec: h.264

Audio Codec: Whatever the client prefers

Dimensions: 640x480, or 640x360 (640x360 will fit the entire frame, while 640x480 will have black edges on the sides)

Frame Rate: 29.97 fps

CONTACT INFORMATION

Sales

Adam Gold, General Manager

agold@creativity-online.com • Phone: 212-210-0241

Cathy Allendorf, Sales Representative

callendorf@creativity-online.com • Phone: 323-370-2441

Joshua Stoller, Sales Representative

jstoller@creativity-online.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.