

360° Media Guide

Engaging Consumers in a Multi-Platform World

Publishes November 6th • Closes September 25th

Marketers are looking to surround their customers using all available media channels. Media brands, once defined by the medium, need to show how they engage their audiences in a multi-platform capacity.

Ad Age's 360° Media Guide is the one-stop resource for marketers, media planners and buyers to understand everything that media brands have to offer.

The Guide will include:

- Multiplatform profiles for all participating brands
- Interviews with industry visionaries on effective multiple touchpoint marketing
- Anecdotes of the most ground-breaking or arresting marketing initiatives
- At-a-glance resource of terms and technologies to dispel the techno speak

Advertise in 360° Media Guide to inform the world's biggest advertising spenders on how your brand has evolved to help them reach their best prospects.

Each brand receives 2 full pages:

- Full page, 4-color ad
- Adjacent full page to profile brand positioning, products and case studies in a custom editorial/advertorial format
- Each profile will appear on *Advertising Age Online* for 12 months, with advertiser's banner ads targeted to the page. Links to multimedia examples of your brand and case studies of marketer campaigns can be included online

In book and online, *Advertising Age* delivers a weekly audience of 318,000 advertising, marketing and media professionals

Ad Age's 360° Media Guide Distribution

- *Advertising Age* in-book – Nov. 6, 2006
- *Advertising Age* online – Nov. 6, 2006 thru Nov. 5, 2007
- *Advertising Age's* Redefining Creativity Conference – Nov. 2 (New York, NY)
- *Advertising Age's* Media Mavens Event – Nov. 28 (New York, NY)
- AAAA Media Conference – 2007

Rates (gross)
\$28,650

Editorial materials are due October 4th.