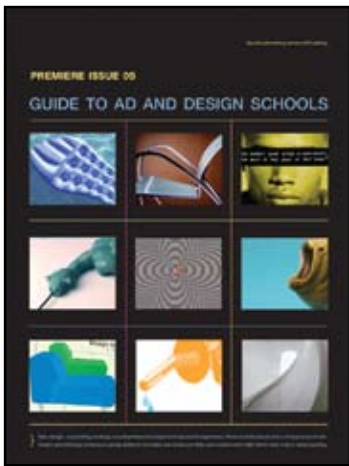


## AD & DESIGN SCHOOL GUIDE

Publishes JUNE 12 • Closes MAY 8



### Increase Enrollment Build Industry Clout

The Ad & Design School Guide is a great place for you to build the value of your school or program among the **179,000 creative directors, art directors and client marketers who read *Creativity* and access *Creativity's* AdCritic ([www.adcritic.com](http://www.adcritic.com)) every month.**

Advertising in the guide lets these industry leaders know the quality of your curriculum, your instructors and the students you graduate.

**Place your full-page ad in the Advertising & Design School Guide and receive an adjacent full-page marketing profile that details your school's program.**

**Increase enrollment** by appealing to potential students and the leading agencies:

- The biggest selling point in attracting new students is the ability for the school or program to place them in good jobs after graduation.
- *Creativity's* readers are among the most elite at agencies and their clients' companies—and are always searching for the brightest talent.
- Potential students rely on the advice of industry leaders—our readers—as to which school or program to attend.
- Demonstrate how your school stands out and attract talent and jobs.

Plus, you'll receive 100 extra copies of the Guide for your use (additional copies available upon request). The Advertising & Design School Guide will also appear on *Creativity's* AdCritic for 12 months.

Every month, in book and online, *Creativity* has a total distribution to **179,000 creative directors, agency producers, client marketers and other creatives.** Advertise in the Ad & Design School Guide and reach this audience that relies on *Creativity* for its cutting-edge insights into creative marketing work and the talent behind it.

Source: *Creativity's* ABC Publisher's Statement for six-month period ending June 30, 2005.  
2004 *Creativity* Subscriber Study.

Reach the largest audience of creatives and marketers

#### **Creativity**

94,000 creative directors, agency producers and client marketers every month

#### **AdCritic**

([www.adcritic.com](http://www.adcritic.com))  
85,000 agency and marketing creatives every month

#### **Bonus Distribution**

AMA Effie Awards Gala  
(June 7 • New York, NY)

AAF National Conference  
(June 10 – 13 • San Francisco, CA)

Cannes Advertising Festival  
(June 18 – 24 • Cannes, France)

Promax/BDA  
(June 20 – 22 • New York, NY)

ANA Print Advertising Awards  
(Date TBD • New York, NY)

AICP Show  
(June 8 • New York, NY)

#### **Rates (gross)**

Special Custom Programs Pricing

	Full Page
4C	\$7837
2C	\$6667
B&W	\$5737