

EFFIE Awards Program Journal

Publishes JUNE 5 • Closes APRIL 25

Celebrate your success in producing effective advertising

Marketers care about one thing – ROI. And that's what effective advertising is all about. So don't be shy. Celebrate your success. Let those clients – present and future – know how good you are at effectively delivering ROI.

The EFFIE Awards, presented by the New York American Marketing Association, rewards those ad agencies and marketers who have produced the most effective work in the past year. *Advertising Age's* EFFIE Awards Program Journal highlights the work from these marketers and agencies in 40 different advertising categories.

This is your opportunity to salute your clients, support your partners or highlight your own talent to this exclusive group of marketers and agency executives.

Distribution of the EFFIE Journal

- Polybag with June 5th issue of *Advertising Age* to select subscribers via private hand-delivery network (guaranteed Monday delivery): 22,000
- EFFIE Awards Gala attendees: 1,000

Total distribution: 23,000

Advertising Age Rates*

Special Custom Pricing

Spread	\$14,235
Inside front cover	\$8,825
Inside back cover	\$8,355
Back cover	\$9,530
4-color page inside program	\$7,650

* All rates are gross, agency commissionable

For more information, contact your sales representative or Angela Carola at 212-210-0443 • acarola@crain.com



Let
marketers
know how
good you
are at
creating
advertising
that grabs
attention and
delivers ROI

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