

THE MARKETER'S GUIDE TO MULTIPLATFORM MEDIA BRANDS

The 360° Multiplatform Media Guide is the industry's first print/digital guide for marketers to learn about media brands' multiplatform strategies. Each media brand in the guide provides an overview of its 360° strategy to reach its target audience. With simple, easy-to-read grids that provide a quick snapshot of what platforms each media brand serves, *Ad Age's* 360° Multiplatform Media Guide is the one-stop information resource for marketers, media planners and buyers. Visit our digital edition to experience 360° engagement at <http://www.adage-360media.com>.

HIGH RECOGNITION FOR ADVERTISERS IN THE GUIDE

IN AN AD MEASUREMENT STUDY* OF THE ADVERTISING AGE ISSUE WITH THE 2006 GUIDE, THE ISSUE ENJOYED A WHOPPING 96% READERSHIP RATE, WITH A MAJORITY OF HIGH SCORING ADS COMING FROM THE GUIDE.

WHAT'S INSIDE

- Multiplatform profiles for all participating brands
- Interviews with industry visionaries on effective multimedia marketing
- Anecdotes of the most ground-breaking, arresting marketing initiatives

WHAT ADVERTISERS RECEIVE

- Full page, 4-color ad in the guide
- Adjacent full page to profile/position your brand in an advertorial format
- Each profile will appear on *Advertising Age* Online for 12 months in a special fully digital edition. Multimedia examples of your brand and case studies of marketer campaigns can be included.

DISTRIBUTION

- *Advertising Age*, November 12 issue – 257,031 readers in print**
- *Advertising Age* Online (adage.com) in special fully digital edition format for 12 months – 440,438 monthly unique users online**
- *Advertising Age's* Media Mavens event (November 28 • New York, NY)

RATES (Gross)

- \$29,995

DATES

- Available – November 12
- Closes – October 1

FOR MORE INFORMATION OR TO ADVERTISE, CONTACT:

- Suzanne Hermalyn, Director, Custom Programs, Tel: 508-497-8688
- Email: shermalyn@crain.com

* Subscriber Advertising Measurement (SAM) study of subscriber's recall of ads in *Advertising Age*, November 6, 2006 issue (Beta Research).

** ABC Consolidated Media Report (December 2006)

NEW FOR 2007!

Fully interactive digital edition.
Link to samples of how your brand looks and performs on each platform.

FREE VIDEO VIEWER.
Showcase your programming or have the CEO give your multi-platform vision.

FREE INCLUSION
in the multi-platform search tool.

