



Every Tuesday, **Ad Age Digital** delves into the myriad new forms of digital media and how they affect the ability of marketers to engage consumers. It includes such features as:

- **NEWS ROUNDUP, EDITED BY ABBEY KLAASSEN** – with an irreverent, bloggy tone, Ad Age Digital’s editor sorts through and presents the latest news on new media, new technologies and how marketers can use both to better understand and reach consumers.
- **STEVE RUBEL** – this senior VP with Edelman is considered one of the most influential bloggers in the world. He shares his expertise on how new technologies are transforming marketing, media and public relations in this fun weekly column.
- **MEDIA MORPH** – this column takes a close-up look at emerging technologies, and breaks down – in plain English – what they are and their potential as marketing tools.

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