



MediaWorks is the daily e-mail and online channel that delivers the latest media news to the influential media planners and buyers at agencies. With **breaking media news, event and party photos, the latest industry buzz** (who's buying, who's selling, who's hired, who's fired), and **The Media Guy, Simon Dumenco's popular, irreverent weekly column**, MediaWorks has plenty to get your brand in front of the agency planners and buyers.

DISTRIBUTION

53,000+ media planners and buyers, agency and marketing executives

RATES

\$8,694 / week
\$31,266 / four consecutive weeks

Rates include advertising on the MediaWorks E-mail and MediaWorks section on *Advertising Age* Online (adage.com).

IMPRESSIONS

Sponsor is guaranteed 125,000 impressions/week (includes e-mail and online impressions)

ADVERTISEMENTS (ADS ROTATE EVENLY AMONG SPONSORS)

E-mail: four ad positions – two 728x90 and two 300x250

Online: four ad positions – 728x90, 160x600 and two 300x250

SALES CONTACT

Pete Roper, General Manager, Interactive
Tel: 212.210.0280 • E-mail: proper@adage.com

