



- Breaks the industry's top stories
- Showcases launching enterprises and new interactive spots
- Features The Tangled Web roundup of all things online
- Distributed every Wednesday
- Reaches **nearly 52,000 creative and marketing decision makers**

Call us today to leverage the marketing power of Creativity.

CREATIVITY'S E-MAIL NEWSLETTER INTERACTIVE EDITION

RATES (Gross)

\$4,560/month

Call about multiple insertions and dollar volume discounts.

FREQUENCY

1x per week

SPECIFICATIONS

GIF or JPEG –

- 22KB max file size
- Submit ads in the following sizes:
468 x 60, 120 x 240
- Ads rotate evenly among sponsors.

Creative Submission:

All creative must be received at least 5 business days prior to start of schedule. Send creative to Sherry Emard at semard@crain.com.

AD CONTACT

Adam Gold
General Manager
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agold@crain.com

Who's Who on

Creativity's **E-mail Newsletter**, Interactive Edition

Advertising Agencies

Agency.com
AKQA
Arc Worldwide
Arnold Worldwide Marketing Services
Atmosphere
BBDO
Avenue A/Razorfish
Blast Radius
Bridge Worldwide
Carat Fusion
Critical Mass
Digital Impact
Digitas
DNA Studio
Euro RSCG 4D
FCBi
Grey Interactive Worldwide
IconNicholson
IMC2
Macquarium Intelligent Communications
Marden-Kane
Modem Media
Moxie Interactive
Nurun/Ant Farm
Organic
R/GA
Refinery
RPA Interactive
Sapient
Tequila
TMP Worldwide
Tribal DDB
Valassis One to One Solutions
VML
WhittmanHart Interactive

Agency Titles

Web Producer
Creative Director
Art Director
Media Supervisor
Senior Vice President

Account Supervisor
Senior Partner
Copywriter
Director of Production
VP/Creative Services
Music Producer
Principal

Client Companies

Coca-Cola
Dillard's
Discover Financial Services
Dunkin' Donuts
ESPN
Ford
GAP
IBM
KFC
Kraft Foods
MTV
PepsiCo
Proctor & Gamble
Quiznos
R.J. Reynolds
SKYY Vodka
Starbucks
WalMart
Wrigley

Client Titles

Creative Director
Executive Vice President
Director of Marketing
Product Manager
Brand Manager
Promotions Manager
Marketing Supervisor
CRM Manager
National Manager
Vice President
Media Supervisor
General Manager