

AD AGE GLOBAL

AD AGE'S GLOBAL COVERAGE comes replete with everything you'd expect to find in a leading international business publication: breaking news, opinion, analysis and an assemblage of the most important marketing and media movements happening around the world. And now Ad Age introduces a special edition – The Ad Age Global issue.

**INTRODUCING THE AD AGE GLOBAL ISSUE
PUBLISHES: JUNE 15TH**

ISSUE

KEY HIGHLIGHTS WILL INCLUDE:

- **The Global Campaign:** How does one choose whether or not to do a global campaign versus regional initiatives? What are main considerations? What do marketers and agencies need to know before attempting these decisions? The section will contain CMO Q&As and/or case studies.
- **The Global Agency:** How to build an international agency network for 2009 and beyond.
- **The Global Digital World:** Will it ever be possible to create a global digital campaign or will these always necessarily be regional devices?
- **The Next Global Brands:** 10 Foreign Brands You Need to Know About Right Now.
- **The Next Global CMO:** 10 International Marketing Executives Who Will Be Your Boss.
- **The Production Map:** Describing which countries offer the most enticing venues in which to produce ads, including a how-to on doing business in these locales.
- **The Gadget Gap:** Tomorrow's technology you'll need to know about in order to compete.
- **Creativity's Global Gallery**
- **Talentworks:** The 5 best international markets from which to hire.

PRINT

Full Page in June 15th Issue

ONLINE

100,000 Banner Impressions on AdAge.com Global News Section launching June 15th
(160x600, 300x250, 728x90)

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