

'10 DIGITAL RATE CARD

Effective January 1, 2010

RUN OF SITE (ROS)			
Impressions			CPM
200K	\$14,000	200K-499K	\$70
500K	\$34,000	500K-799K	\$68
800K	\$51,200	800K-999K	\$64
1000K	\$62,000	1000K-1199K	\$62
1200K	\$72,000	1200K+	\$60

PREMIUM ROS (HOME PAGE, LATEST NEWS)			
Impressions			CPM
200K	\$15,400	200K-499K	\$77
500K	\$37,500	500K-799K	\$75
800K	\$56,000	800K-999K	\$70
1000K	\$68,000	1000K-1199K	\$68
1200K	\$79,200	1200K+	\$66

HOME PAGE TAKEOVERS (HPTO), FIRST IMPRESSION TAKEOVERS (FITO) AND MORE							
	Full Week	Monday	Tuesday	Wednesday	Thursday	Friday	Weekend
Home Page Takeover	\$83,300	\$17,850	\$16,480	\$16,480	\$16,480	\$13,390	\$7,210
First Impression Takeover	\$40,376	\$9,975	\$8,240	\$8,240	\$8,240	\$5,665	\$2,266
First Impression Takeover Plus Home Page Takeover	\$106,470	\$26,500	\$23,520	\$23,520	\$23,520	\$18,130	\$9,016
First Impression Takeover Plus Home Page Takeover Ad Age and Creativity	\$112,000	\$40,000	\$37,300	\$37,300	\$37,300	\$33,400	

HTML E-MAIL NEWSLETTERS		
	1 Week	4 Weeks
Ad Age Daily	\$22,500	\$81,000
Ad Age Digital	\$6,500	\$23,400
Mediaworks	\$11,400	\$32,760
Ad Age China (Wed)		\$6,000
CMO Strategy** (Wed)		\$5,500
Talentworks (Wed)		\$5,000
Creativity (Mon, Tue, Wed)	\$7,000	\$25,200
CaT Newsletter (Thu)		\$5,200

**NOTE: CMO Strategy publishes once every two weeks, of two issues every four weeks.

VIDEO (ALL PROGRAMS ARE FOR 4 WEEKS)	
3-Minute Ad Age	\$14,000
Creativity Top 5	\$13,000
Brand Flash	\$12,000

MOBILE	
4 Weeks	\$8,990
12 Weeks	\$23,422

TEXT E-MAIL NEWS ALERTS		
	1x	4x
Breaking News Alerts	\$4,820	\$10,886
Hispanic News Alerts	\$3,175	\$16,524

DOLLAR VOLUME DISCOUNT (BASED ON ONLINE GROSS SPEND)	
	Discount
\$200K+	15%
\$125,000-\$199,999	10%
\$50,000-\$124,999	7%
\$10,000-\$49,999	5%

SPONSORSHIPS	
	12 Months
Special Reports	\$31,950
Multi-Day Event Coverage	\$58,825
Single Day Event Coverage	\$29,400

\$100K and above in print receive a 5% cross promotion discount for online advertising.

All rates are gross and subject to change

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